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**FOOD LABELING AND NUTRITION
AND HEALTH CLAIMS**



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FOOD SUPPLEMENTS REGULATION ON HEALTH CLAIMS LABELLING IN NON-EU COUNTRIES

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Abstract

This research is important to show that marketing as part of advertising is in correlation with the regulation of health claims labeling of food supplements, which is product-specific. Hence, this research aimed to compare the regulation for health claims labeling in European Union and non-EU countries.

For this research, we made a comparative analysis of legal regulations for health claims labeling in European Union and non-EU countries: Macedonia, Serbia, Bosnia and Herzegovina, Montenegro, Albania, and Kosovo. This kind of analysis is made for the first time. The results of this research showed that all countries are following the European regulations for food supplements, but there are differences within single countries, as well as between countries. We also noticed that the least harmonization of regulation exists in food supplements that contain herbal substances. Given the summary of results, this research shows that there is a divided picture concerning alignment with the EU health claims labeling in non-EU countries. Macedonia, Serbia, and Montenegro fully follow this EU regulation, while in Bosnia and Herzegovina, it is followed only partly. Food supplement marketing is more liberal in Albania and Kosovo.

This research has contributed to the understanding that there is no harmonization, nor mutual recognition between the mentioned countries, which is applicable in the EU. Harmonization opportunities that are discussed in this research are applicable and realistic and can contribute in a positive, more economical way to better placement of food supplements in different markets.

Key words: *Food supplements, Regulation, Health claims, Labelling, non-EU Countries.*

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