

تعميم

Announcement No. 55566 Date: 27/11/2021

(Promotion of food products using names and packages analogues to Infant Formula and Toddler Milk)

Within the framework of enhancing consumer's health and safety and safeguarding consumers against any misleading claims, and in response to what has been noticed that many companies display products with names and designs similar to those used with breast-milk substitutes (infant formula and toddler milk), the Saudi Food & Drug Authority (SFDA) would like food businesses to comply with SFDA.FD GSO 223 "Requirements For Breast Milk Substitutes", SFDA.FD GSO 9 "Labeling of prepacked foodstuffs", SFDA.FD 839 "Food Packages – Part 1: General requirements", and to abide by the following requirements: -

1. Food manufacturers shall not design their food packages in such a way as to mislead or deceive the consumers or give them wrong impressions, taking into account the general requirements of food packages of all kinds.
2. Prepackaged food shall not be described or presented on any label or in any labeling information in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect.
3. It is strictly prohibited to place in the market any food products using names or packages similar to those used with breastmilk substitutes "infant formula and toddler milk".
4. It is strictly prohibited to display any age groups on the packages of milk products in a manner contrary to the approved Saudi standards and regulations.

Any violation to the above, committed after July 1st 2022, shall be subject to the applicable penalties.

Your cooperation is highly appreciated