



**DANONE POLICY ON THE  
NUTRITIONAL PRINCIPLES FOR  
THE USE OF HEALTH &  
NUTRITION CLAIMS**

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Approver(s): Chief R&I, Quality & Food Safety Officer

**EFFECTIVE DATE & PRIOR COMMITMENTS:** This Policy is effective from October 2024 (transition period of 1 year).

**THIS POLICY COMPLEMENTS OUR:** [Danone Communication Validation Management \(CVM\) Policy](#)

**POLICY DIRECTORY:** All Danone Policies and Positions can be found on [Danone.com](https://www.danone.com)

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# DANONE POLICY ON THE NUTRITIONAL PRINCIPLES FOR THE USE OF HEALTH & NUTRITION CLAIMS

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## Introduction

Our products are consumed regularly by millions of people across the world – we want, and we can have a positive impact on nutrition and health. Our mission – to bring health through food to as many people as possible – is at the core of everything we do. It provides us with a unique purpose and competitive edge and builds on decades of research and expertise in health and nutrition to help protect and support the health of our consumers and patients through nutritious food and sustainable, healthier eating and drinking choices.

## Policy Statement & Purpose

The present policy defines the nutritional profile criteria applicable to Danone products that display or communicate health or nutritional claims towards consumers.

## Scope

This policy applies to all Danone businesses worldwide, regarding products aimed at the general population, with the exception of Early Life Nutrition products and Advanced Medical Nutrition products which are framed by specific regulatory frameworks.

## Fundamental principles

In addition to the frame defined for product and category related communications<sup>1</sup>, products that display health or nutrition claims should comply with the following nutritional principles:

- Danone relies on the Health Star Rating (HSR) as a Nutrient Profiling System to consider a product as relevant for the use of a nutrition or health claim.
- No product presenting a nutritional profile below HSR <2,5 stars should display a nutrition or health claim.

## Implementation

A transition period of one year (until October 2024) is defined to review the full existing portfolio and define actions (claim removal, reformulation plans) for non-compliant products.

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<sup>1</sup> Danone Communication Validation Management (CVM) Policy