

## **FOOD SUPPLEMENT 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 correlated with the regulation of health claims labelling of food supplements, which is product-specific. Hence, this research aimed to compare the regulation for health claims labelling in the European Union and non-EU countries.

For this research, we made a comparative analysis of legal regulations for health claims labelling 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 a divided picture concerning alignment with the EU health claims labelling 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 towards understanding that there is no harmonization, nor mutual recognition between the mentioned countries, which is applicable in the EU. Harmonization opportunities which 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.*