

## LABELING OF COLOURS– LATIN AMERICA

### **Brazil:**

**Legislation:** DECRETO-LEI N° 986, 1969

Art. 13. Label of food containing artificial colors shall bear the statement "Artificially Colored" on the frontal pack.

**Legislation:** INFORME TÉCNICO N° 70, 2016

The use of claims regarding the use of natural colors or absence of artificial colors are NOT allowed

Additional comments: ANVISA's statements:

"ANVISA understands that allegations of the absence or presence of food additives in food labeling such as "without preservatives" and "without artificial colors" highlight specific characteristics of food composition and are not related to health benefits and are not of the knowledge of the general population.

Allegations focus on a single component and do not report with equal emphasis the other components of the product, leading the consumer to believe that the product has superior quality.

Products with the claim "without artificial colors" may contain other colors classified as "natural identical" or "natural", which have no advantage over quality and safety"

### **Argentina:**

**Legislation:** CAA Cap V

Foods containing non-nutritive sweeteners, tartrazine, benzoic acid or its calcium, potassium or sodium salts and sulfur dioxide or its derivatives, must declare their presence with the following statement "CONTAIN ..... (Indicating the full name of the additive)"; as long as the specific name of the aforementioned additives is not indicated in the list of ingredients on the labeling.

Article 996 (non-alcoholic beverages): Products containing Tartrazine must declare their presence in the labeling by their specific name, next to the product name.

Additional comments: The use of claims for colors (such as "no artificial colors"; "natural colors added"... ) is subjected to the evaluation of the local authority when assessing the product registration of the finished product

### **Colombia:**

**Legislation:** RESOLUCION NUMERO 005109 DE 2005

When Tartrazine is used it must be declared expressly and in a visible way on the label that it contains “Yellow number 5” or “Tartrazine”

**Peru:**

**Legislation:** DIGESA Statement (<http://www.digesa.minsa.gob.pe/orientacion/comunicado-tartracina.asp>)

Foods and beverages that contain Tartrazine in the composition must consign on the labeling at the end of the list of ingredients in a specific, prominent, clear, visible and indubitable, with capital letter and bold: CONTAINS TARTRAZINE

**Chile:**

**Legislation:** Reglamento Sanitario de los Alimentos Dto. N° 977, 1996

Foods and beverages that contain Tartrazine or yellow sunset must consign on the list of ingredients its specific name, with prominent letter and bold

**Mexico:**

No specific requirements for labelling of artificial colors

Additional comments: The use of claims regarding the use of natural colors or absence of artificial colors should follow the guidelines and general principles of labeling established by current legislation.

Any information or graphic representation as well as written, printed or graphic matter can be presented on the label, provided that it is not in contradiction with the mandatory requirements of the standard.

Where quality designations are used, they should be readily understandable, avoiding misleading or misleading in any way to the consumer.

Content claims, which emphasize the absence or non-addition of certain substances in foods, may be used provided that they are not misleading and the substance:

- I. Is not subject to specific requirements in any standard;
- II. Is one that consumers normally expect to find in the food;
- III. Has not been replaced by another which confers equivalent characteristics to the food unless the nature of the substitution is explicitly stated with equal prominence; IV. Is an ingredient whose presence or addition in the food is permitted