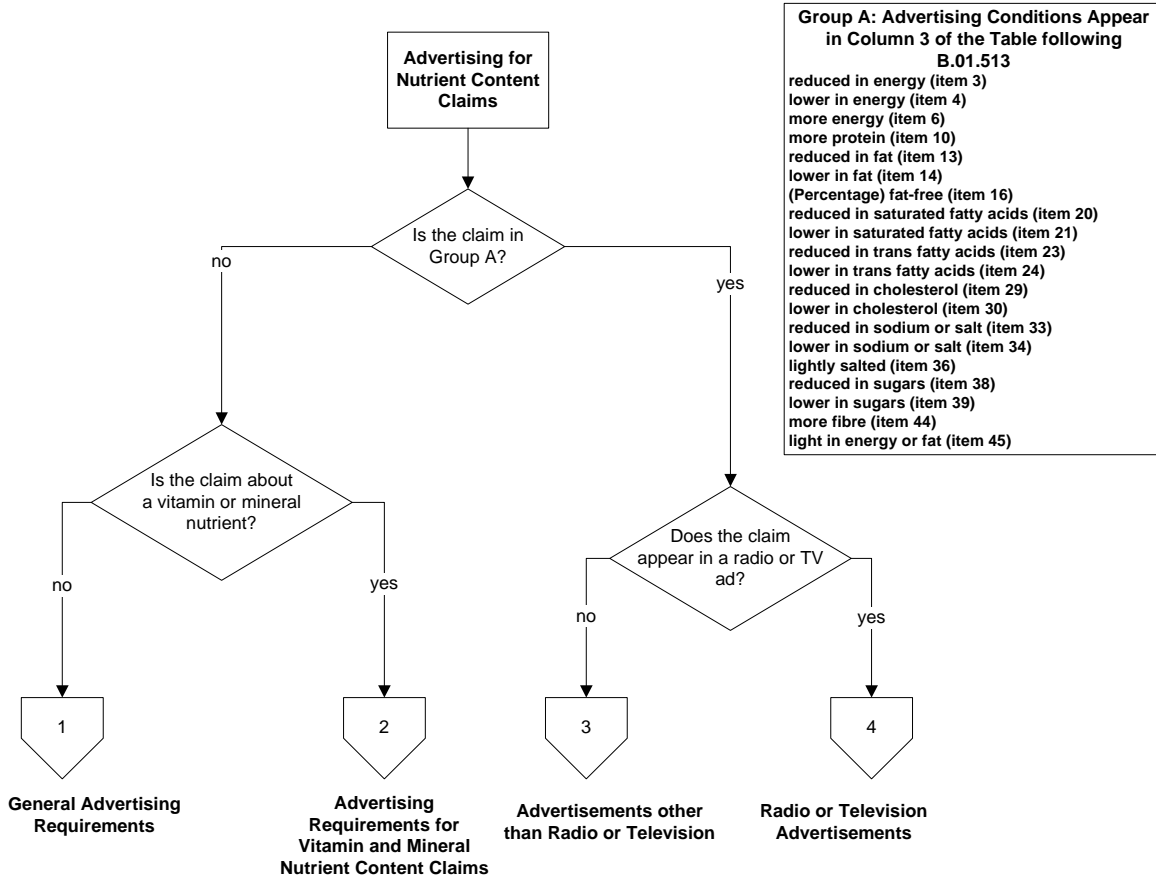


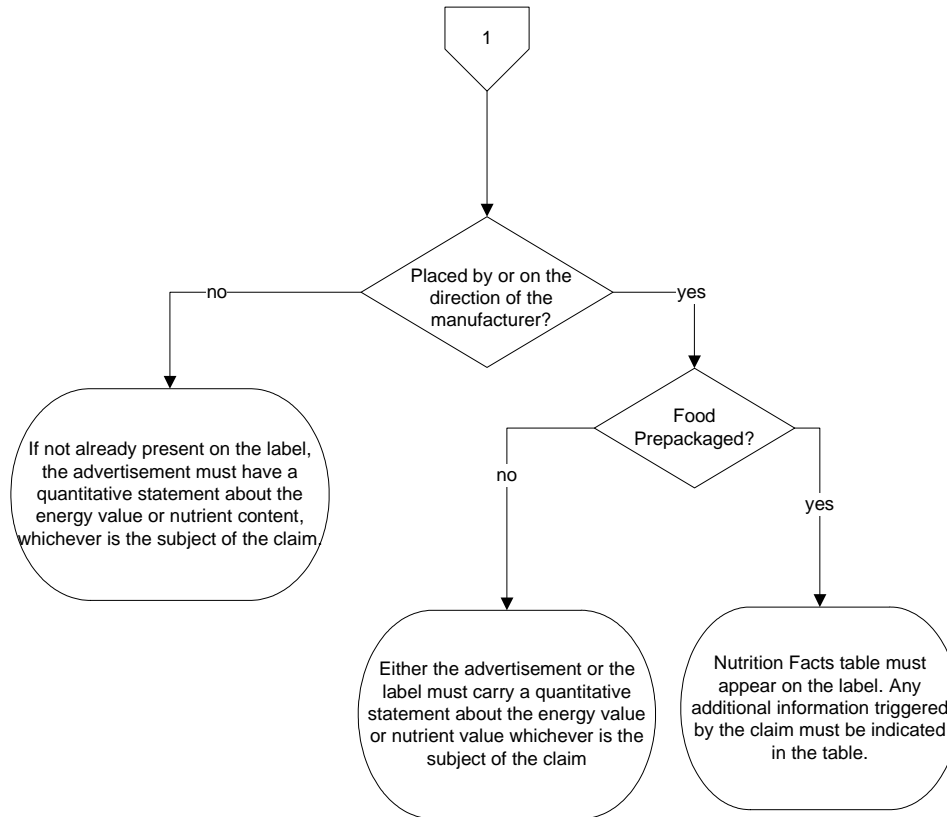
Annex 7-2

Decision Tree for Advertising Requirements

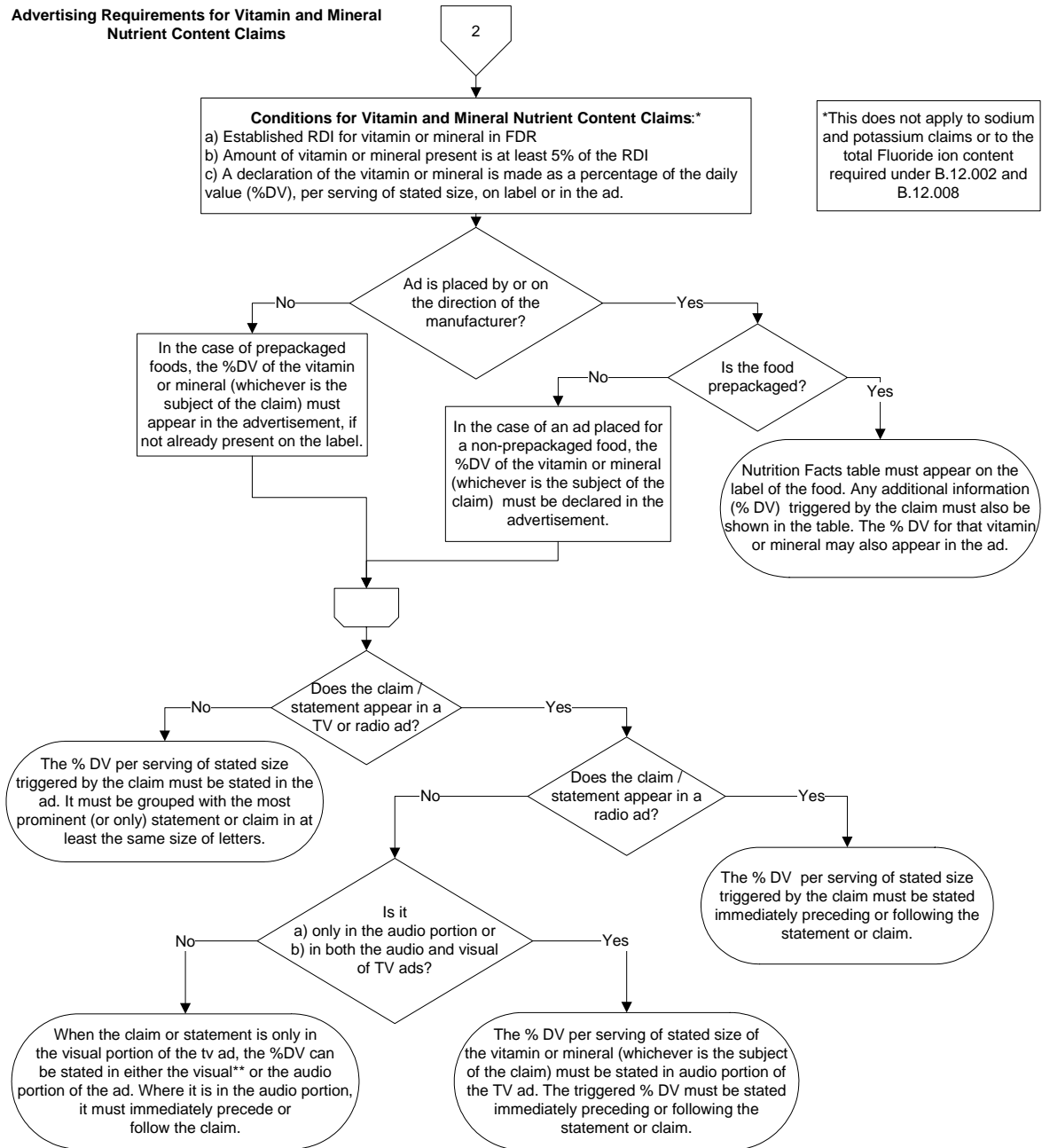
Nutrient Content Claims



General Advertising Requirements



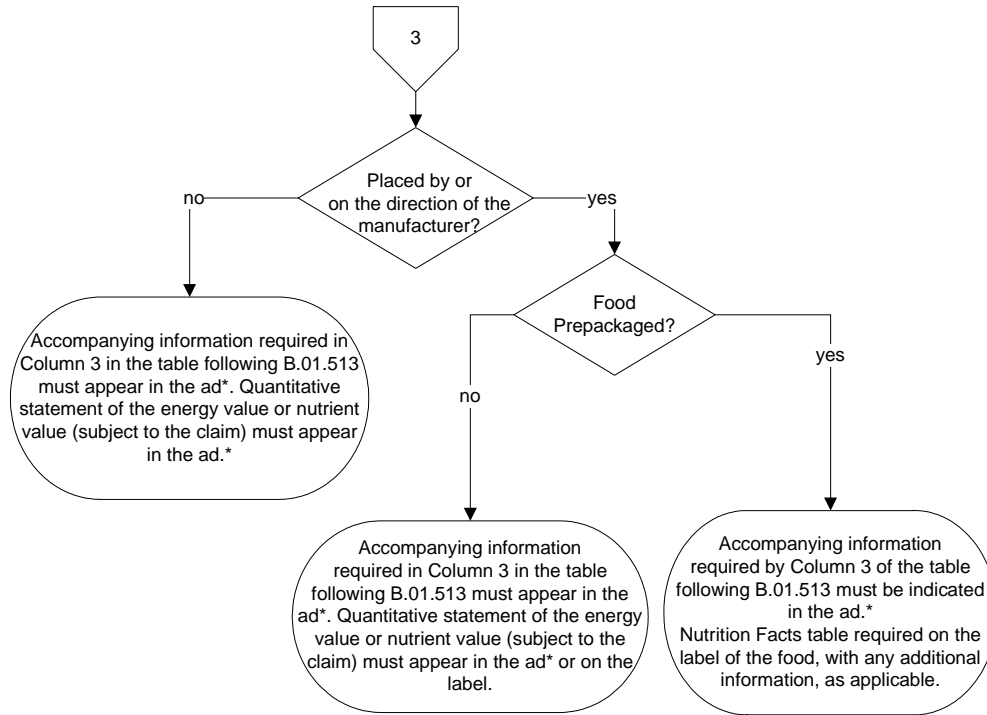
Advertising Requirements for Vitamin and Mineral
Nutrient Content Claims



*This does not apply to sodium and potassium claims or to the total Fluoride ion content required under B.12.002 and B.12.008

**Where the % Daily Value is communicated in the visual mode of a TV ad, it must appear concurrently and for the same amount of time as the statement or claim; and it must be adjacent to, without any intervening printed, written or graphic material, the statement or claim, if it is made only once, or to the most prominent statement or claim if it is made more than once. It must appear in at least the same size letters as the statement or claim, if it is made only once, or to the most prominent statement or claim if it is made more than once.

Advertisement other than Radio or
Television



*Information must be presented adjacent to, without any intervening printed, written or graphic material, the statement or claim, if it is made only once, or the most prominent statement or claim. It must be shown in letters of at least the same size and prominence as those of the statement or claim, if it is made more than once.

Radio or Television Advertisements

