

15 June 2015



To our valued HCS partner

Dear Sir/Madam,

Health Promotion Board
3 Second Hospital Avenue
Singapore 168937

Tel. 6435 3500
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www.hpb.gov.sg

ANNOUNCEMENT OF REFRESHED HEALTHIER CHOICE SYMBOL

The Health Promotion Board (HPB) will be introducing a refreshed Healthier Choice Symbol to replace the existing Healthier Choice Symbol (HCS), Healthier Snack Symbol (HSS) and Healthier Ingredient Symbol (HIS). HPB will be issuing an amendment Licence Agreement consisting of the refreshed HCS logo and some changes to the Licence Agreement clauses. Please note that the amended agreement will supersede the current agreement.

The refreshed Healthier Choice Symbol may be used in conjunction with the following nutrient claims:–

1. Higher in Whole-grains
2. Low Glycemic Index
3. Lower in Sugar
4. No Added Sugar
5. Higher in Calcium
6. Lower in Sodium
7. No Sodium Added
8. Lower in Saturated Fat
9. Lower in Cholesterol
10. Trans Fat Free



The refreshed Healthier Choice Symbol will be available for download from the HCS online system from September 2015. Kindly log in to Partners Connect at <http://connect.hpb.gov.sg/pc>.

The existing finished products, packaging materials, etc. bearing the current HCS logo will have to be depleted by 1 January 2018.

Products carrying the HSS and HIS logo will need to be re-applied into the Healthier Choice Symbol, snacks or relevant category. The revised Healthier Choice Nutrient guidelines which will take effect from September 2015 can be downloaded from the Healthier Choice Symbol Programme website, <http://www.hpb.gov.sg/HOPPortal/health-article/2780>.

For further clarifications, you may call 6435 3715 or email to

HPB_NUTRITION_DEPT@hpb.gov.sg.

Yours faithfully,
HCS Administration Team