

12. What is the printing specification of the logo?

Printed logos in either Bahasa Melayu or English are both accepted.



Sizes of logos printed onto the product packaging **MUST** be approved by the Healthier Choice Committee

It is ideal and highly encouraged to print the logo at the front of the packaging for easy identification by the consumers.

13. How long is the Healthier Choice Logo valid for on the product?

For approved products, the logo is valid for **THREE YEARS**.

14. After expiration of the logo, do I need to re-apply for the Healthier Choice Logo?

Yes, you need to re-apply for the Healthier Choice Logo after three years.

15. Will the use of the Healthier Choice Logo be monitored on products?

Yes. All products will be subjected to random compliance checks after receiving approval for the logo.

Products bearing the logo without the Healthier Choice Committee's approval will be issued a warning, followed by necessary actions taken by the relevant authorities if required.



"Together Towards A Healthy Nation"



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The Healthier Choice Logo And Its Criteria

Healthier Choice Logo FAQs

1. What is The Healthier Choice Logo?

The Healthier Choice Logo is a key development by The Ministry of Health that empowers consumers to distinguish healthier choices and make informed decisions amongst various foods and beverages sold in local stores and supermarkets

Products carrying the Healthier Choice Logo are generally lower in total fat, saturated fat, sodium and sugar. Some are also higher in dietary fibre and calcium.

Food and beverage products that meet the nutrient criteria set by the Ministry of Health will be able to use the Healthier Choice Logo on their products.

2. Who can apply for the Healthier Choice Logo?

Food and Beverages Manufacturers/Distributors/Importers/Suppliers

3. Is it compulsory to apply for the Healthier Choice Logo?

Application for the Healthier Choice Logo is VOLUNTARY, however food & beverage manufacturers/distributors/importers/suppliers are encouraged to apply.

4. What types of products can apply for the Healthier Choice Logo?

The logo can be applied only to PRE-PACKAGED FOOD AND BEVERAGE PRODUCTS as categorised in the Nutrient Criteria of Foods and Beverages with the Healthier Choice Logo.

Both locally-manufactured and imported food and beverage products are eligible to apply for the Healthier Choice Logo.

5. What are the requirements to apply for the Healthier Choice Logo?

- i) Compliant food and beverage products
- ii) Healthier Choice Logo Application Form
- iii) Certificate of Nutrient Analysis from accredited laboratory
- iv) Packaging design (optional)

6. How do I apply for the Healthier Choice Logo?

Refer to the Nutrient Criteria of Foods and Beverages with the Healthier Choice Logo to see if your product complies with the specific criteria and download the application form, both available from <http://www.moh.gov.bn/SitePages/healthychoice/logo.aspx>

Alternatively, hard copy forms may also be requested from the Healthier Choice Committee, Health Promotion Centre, Ministry of Health.

Fill in and complete the application form.

Attach the application form with the Certificate of Nutrient Analysis of the product(s) either obtained from a local or foreign accredited laboratory.

Submit form and relevant documents to the Healthier Choice Committee at the Health Promotion Centre, Ministry of Health, Commonwealth Drive, Bandar Seri Begawan BB3910, Brunei Darussalam or e-mail to hpc@moh.gov.bn

7. Is there any registration or processing fee?

All fees are WAIVED until further notice.

8. How long does it take for an application to be processed?

Applicants will receive approval WITHIN 21 WORKING DAYS, provided that the application form is complete, attached with all relevant documents and there are no pending queries.

9. How do I know if my application is approved?

An approval letter signed by the Head of Health Promotion Centre, Ministry of Health will be sent to you via email and post.

10. Upon approval of my application, how will I receive the Healthier Choice Logo to be displayed on my product?

Once the application is approved, the Healthier Choice Committee will send an e-mail to your company with a soft copy of the Healthier Choice Logo.

Alternatively, Healthier Choice Logo stickers may be requested from the Health Promotion Centre subject to availability.

11. Can I change the format or the colour of the Healthier Choice Logo to suit my packaging?

Format and design of the Healthier Choice Logo MUST remain according to the original as set by the Health Promotion Centre.

It is highly encouraged to keep the original colours (red and white) of the logo; however, if this is not possible, printing the logo in black and white will be accepted upon approval by the Healthier Choice Committee.