

Why do food labels exist?



They are an important source of information to help you understand the contents of food correctly and choose safe products.

About Foods with Health Claims

By searching using the "submission number" or the "functional claim," you can find detailed information about the product's safety and functionality.

History of the Health Food System



From 1984 to 1986, as a result of research, the concept of "Foods with Functional Claims" was developed. Following this, in order to increase the selection of products with clearly labeled functionalities and enable consumers to obtain accurate information and make informed choices, the "Foods with Functional Claims System" was established in April 2015.

What is written on the labels of Functional Labeled Foods?



Foods for Specified Health Uses (FOSHU)

These are foods scientifically proven to be beneficial for the maintenance and improvement of health. **The effects and safety indicated on the labels are examined by the government**, and the Commissioner of the Consumer Affairs Agency grants approval for each product. **The products display an approval mark and a permitted label.** As of April 18, 2023, 1,065 items have been approved.


FOSHU (Foods for Specified Health Uses) has a distinctive mark!

You've seen labels like these before, right?

"Helps maintain normal blood sugar, blood pressure, and cholesterol levels."

"Supports digestive health."

"Contributes to bone health."



Functional Labeled Food Submission Number: △△

Product Name



<Functional Claim>
This product contains ○○, which has the function of □□.

The purpose and expected benefits as reported in the submission are displayed.

Take this product as part of a regular meal. This label emphasizes the importance of maintaining a balanced diet.

Functional Labeled Foods

These are foods that display functional claims based on scientific evidence **under the responsibility of the business operator. Before being sold**, information regarding safety and the basis for the functional claims is submitted to the Consumer Affairs Agency. Unlike Foods for Specified Health Uses (FOSHU), **these products do not undergo individual review by the Consumer Affairs Agency's commissioner.** Functional claims that couldn't be made under FOSHU regulations are possible (e.g., claims related to skin moisture, visual function, etc.). As of the end of May 2023, the total number of submissions has exceeded 7,000.

You can find out how much of the functional ingredient you can intake by following the recommended daily intake.

Be sure to follow the recommended daily intake and method of consumption, and carefully read the precautions.

This is not a pharmaceutical product!

Claims related to disease names or the improvement of medical conditions cannot be made. If you have a medical condition or are taking medication, please consult with your doctor or pharmacist.

"Diet should be based on a balance of staple foods, main dishes, and side dishes."

Product Name: ○○

Ingredients: ◎◎◎, △△

Net Weight: 90g Expiration Date: June 20, 2024

Storage Instructions: Store in a cool, dry place, away from direct sunlight.

Manufacturer: ○○ Co., Ltd. Address: △△□□, Tokyo


Functional Ingredient: ◇◇mg

- Recommended Daily Intake: 2 capsules
- Directions for Use: Take with water or lukewarm water.
- Precautions: This product is not intended to cure diseases or improve health through excessive intake.
- This product is not intended for the diagnosis, treatment, or prevention of diseases.
- This product is not designed for individuals with medical conditions, minors, pregnant or nursing women.

Contact Information: 0120-XXX-XXX

Nutrient Function Foods

These are foods that can be used to supplement or complement the intake of essential nutrients (such as vitamins and minerals) that may be lacking in a daily diet. **As long as the food contains a certain amount of nutrients that have already been scientifically verified**, the functional claims for those nutrients can be displayed using expressions defined by the government, without the need for any special submissions or approvals. Products are labeled as "Nutrient Function Foods (○○)" with the specific nutrient indicated in the parentheses.○



A phone number is provided so you can contact or inquire with the company.

Differences Between Health Foods and Pharmaceuticals

Pharmaceuticals are all manufactured based on GMP (Good Manufacturing Practice) standards, ensuring a certain level of quality.

On the other hand, many health foods are not produced according to GMP standards.

Even if they contain the same ingredients as pharmaceuticals, the amounts may be minimal, and their purpose and usage may differ from those of pharmaceuticals.

Points to Consider When Using Health Supplements

Does consuming more mean better results?



It is easy to overdose on tablets and capsules.

To avoid unexpected health problems, avoid using multiple products or expecting medicinal effects.

It is also effective to compare similar products and keep a record of usage.

Are products made from natural and organic ingredients always safe?

Countless toxins exist in nature. Since the way we consume health supplements differs from our regular diet, **unexpected side effects may occur.** Additionally, more expensive products are not always more effective. Make sure the product has a clearly stated contact point where you can inquire about its quality.

Is temporary physical discomfort a sign of the product working?

For health supplements, it is generally believed that temporary worsening of symptoms during the recovery process does not occur. Avoid self-medicating by combining supplements with other medications.

If you feel unwell, consult a medical professional or pharmacist immediately.

Can you trust testimonials?

Everyone may not experience the same effects.

In some cases, only favorable content is posted for promotional purposes.

Instead of relying solely on advertising slogans or testimonials, research the product's safety and efficacy yourself.

Beware of illegal health supplements.

The internet has made it easy to purchase health supplements from both domestic and overseas sources.

While the internet is convenient, it can be difficult to verify the quality of a product before purchasing.

There is a risk of purchasing illegal health supplements (unapproved or unlicensed drugs).

Remember that you cannot: physically examine the product, verify detailed information on the label, or ask questions in person.



Diet medicine ?

Recently, there has been an increase in cases of healthy individuals using diabetes medications and other drugs for weight loss.

Even if prescribed by a doctor, if a serious side effect occurs due to the use of a diabetes medication for weight loss purposes, **it will not be covered by the Pharmaceutical Adverse Reaction Relief System**, as such use is not in accordance with the intended usage, dosage, and precautions.

Guidelines for Advertisements Related to Medical Practice, Dental Practice, Hospitals, or Clinics (Medical Advertising Guidelines)

Careful consideration is needed when purchasing products online, especially when the quality cannot be verified for products that are not well understood.

Due to health concerns, the handling of functional Labeled is being reconsidered.



The choice and use of health supplements are at the discretion of the consumer. It is important to be informed precisely because they can be used at one's own judgment.