

With this whitepaper we want to inform you about the development of DHA we experienced in de market. DHA (Docosahexaenoic acid) is an omega-3 fatty acid with several health effects for adults and infants. This essential fatty acid, is an increasingly popular ingredient in many categories, but especially in infant formula. The image below shows the availability of DHA in different product categories.



EU regulation 2020

In 2020 DHA becomes a mandatory requirement in the EU regulation for infant and follow-on formula. Claiming the products contains DHA is still allowed, as long as a reference is made to the mandatory presence of DHA in all infant formula products on the market.

We already experience the effects of this new EU regulation, as DHA is becoming increasingly popular as ingredient, even outside the EU. Because the EU standard is seen as the golden standard by some countries.

Costs

Keep in mind that adding DHA, whether it is required by law or done by choice, has an effect on price.

Regulatory Affairs tip

Want to make a claim about DHA on an EU product? Use an asterisk!

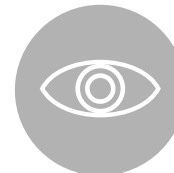
Contains DHA*

DHA*

Health benefits



HEART



EYE



COGNITIVE AND NERVOUS SYSTEM DEVELOPMENT (BRAIN)

If you have any questions or a topic you would like to see in the whitepaper, you can inform your Ausnutria contact about this and we will consider this as a subject in one of the next whitepapers.