



HEALTHIER CHOICE LOGO MALAYSIA

Reference: HCL Guideline [<https://myhcl.moh.gov.my/assets/doc/guidelines.pdf>]





OBJECTIVES

01

To assist consumers in making informed food choices by merely looking at the front label of the food packages.

03


To encourage food and beverage industries to reformulate and produce healthier products

02

To help consumers identify healthier food products in the same category of food.

04

To provide an environment that supports healthy eating practices.



FORMAT OF LOGO

- Only **2 colours** allowed as shown
- Location of the logo must be on the **principal display panel** of the product packaging
- There **should not be more than two logo** printed on the single product label.
- The Logo must **adhere to** the identification, colour and size **requirements** set forth by MOH
- The **Logo must not touch the brand name** on the product to suggest that the product is generic, or **cover any essential information** on the label
- **PROHIBITED** in the Logo format:
Use of non-designated colours; rearrange/ rotate/ remove any part/ distort/ stretch/ substitute fonts of the Logo



Color Code

C	: 0%
M	: 100%
Y	: 100%
K	: 0%

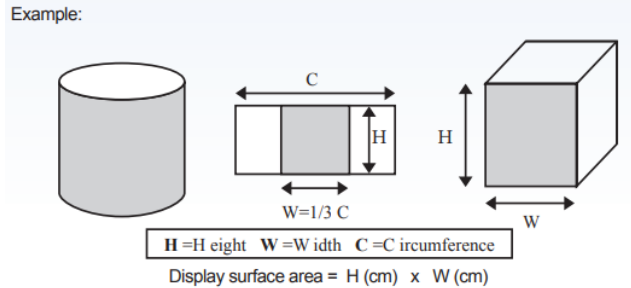


Color Code

C	: 75%
M	: 68%
Y	: 67%
K	: 90%

SIZE OF LOGO

- Display surface area: The area of the face of product where the Logo is placed

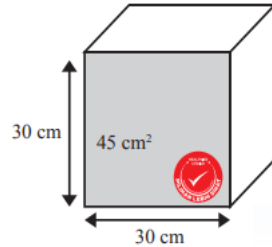


- Size of the Logo **must not exceed 5%** of the display surface area of the packaging

Example: $H = 30 \text{ cm}$, $W = 30 \text{ cm}$

Display surface area = $30 \text{ cm} \times 30 \text{ cm}$
= 900 cm^2

Maximum size of HCL = 5% of 900 cm^2
= 45 cm^2



$w = 15 \text{ mm}$



- The size of the Logo should not less than 15mm width



Healthier Choice Logo (HCL) & HCL Statement

- i. Except for drinking water/ mineral water and fresh milk, products are required to include HCL statement below the logo to indicate that the comparison is only within the same product category



- ii. Front of Pack (FOP) Energy Icon

- iii. Additional nutrient(s) that specified in the criteria is/ are required to declare in the Nutrition Information Panel (NIP)

REQUIREMENT

01

Healthier choice logo & statement

02

FOP Energy icon

03

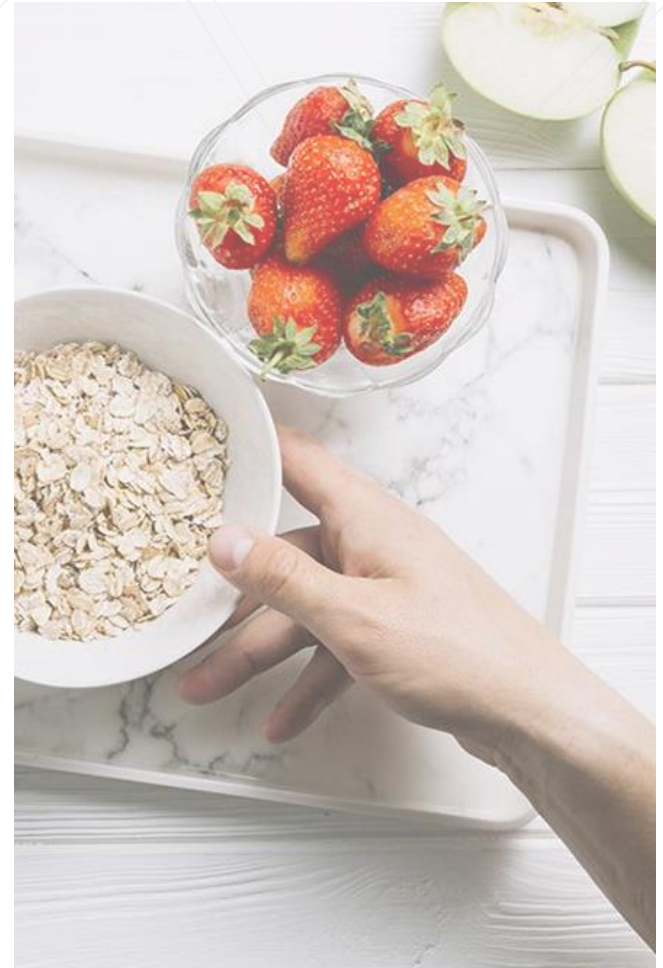
Additional nutrient in NIP

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HCL

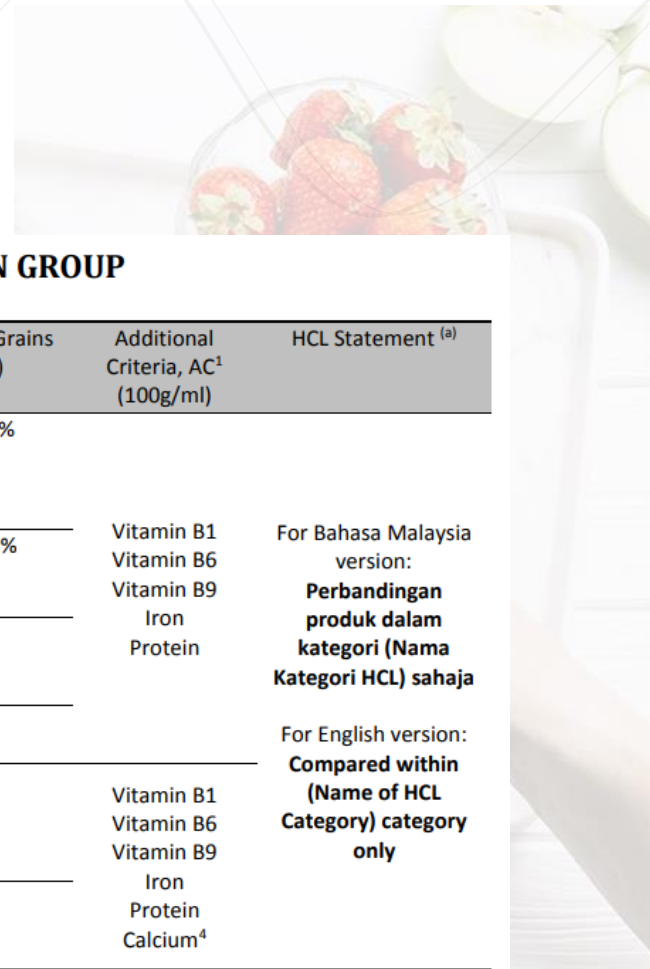
Categories:

- Cereal, cereal products & flour confection
- Fruits & vegetables
- Fish & fish products
- Meat & poultry
- Legumes, nuts & seed products
- Dairy & dairy products
- Beverages
- Soup, sauces & recipe mixes
- Fats & oil
- Convenience food

Reference: https://myhcl.moh.gov.my/assets/doc/nutrient_criteria.pdf



NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HCL



CEREAL, CEREAL PRODUCTS & FLOUR CONFECTION GROUP

HCL Category	Energy (100g/ml)	Fat (100g/ml)	Sodium (100g/ml)	Total Sugars (100g/ml)	Dietary Fiber (100g/ml)	Whole Grains (%)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Mil/ Mil Oat Kosong</i> Plain Meal/ Oatmeal	-	-	No Added	No Added	≥6g	100%		
<i>Bijirin Sarapan</i> Breakfast Cereal ²	-	≤10g	≤400mg	≤ 20g	≥6g	≥ 25%	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Mi & Pasta</i> Noodles & Pasta	-	≤2g	≤100mg	-	≥3g	-		
<i>Biskut</i> Biscuits	≤500kcal	≤20g	≤400mg	≤20g	≥3g	-		
<i>Makanan Bijirin Tersedia</i> Prepared Cereal Food ³	-	≤10g	≤250mg	≤33.3g	≥3g	-	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein Calcium ⁴	For English version: Compared within (Name of HCL Category) category only
<i>Minuman Bijirin</i> Cereal Drink	-	≤1.5g/100ml	≤37.5mg/100ml	≤5g/100ml	≥0.45g/100ml	-		

RENEWAL OF CERTIFICATION

01

Renewal

Certification is subjected to renewal **every two years**. Renewal may be **submitted six months prior** to the last day of the validity of the certificate.

03

Expiry/Termination

Upon the **expiry** of the certificate, food companies will be given a period of **three months** to remove the Logo from the products.

02

New Application

Products that changes in the **formulation/ late renewal** will be treated as a new application

The certification will be **terminated** immediately if the company **fails to renew** their certificate.





Thank You.

