

NUTRITIONAL PRINCIPLES FOR THE USE OF HEALTH & NUTRITION CLAIMS POLICY



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DANONE POLICY ON THE NUTRITIONAL PRINCIPLES FOR THE USE OF HEALTH & NUTRITION CLAIMS

Introduction

Our products are consumed regularly by millions of people across the world. We want, and we can have a positive impact on nutrition and health. Our mission – to bring health through food to as many people as possible – is at the core of everything we do. It provides us with a unique purpose and competitive edge and builds on decades of research and expertise in health and nutrition to help protect and support the health of our consumers and patients through nutritious food and sustainable, healthier eating and drinking choices.

Policy Statement & Purpose

The present policy defines the nutritional profile criteria applicable to Danone products that display or communicate health or nutritional claims towards consumers.

Scope

This policy applies to all Danone businesses worldwide, regarding products aimed at the general population, except for Early Life Nutrition products and Advanced Medical Nutrition products which are framed by specific regulatory frameworks.

Fundamental principles

In addition to the framework defined for product- and category-related communications¹, products that display health or nutrition claims should comply with the following nutritional principles:

- Danone relies on the Health Star Rating (HSR) as a Nutrient Profiling System to consider a product as relevant for the use of a nutrition or health claim.
- No product presenting a nutritional profile below HSR < 2.5 stars should display a nutrition or health claim.
- Descriptive, factual, comparative statements (e.g., “30% less sugar vs. market standard”) may be used irrespective of the HSR score, provided they follow our internal nutrition standards, and provided they are fully compliant with local applicable regulation, accurate, substantiated, and non-misleading.

¹ [Danone Communication Validation Management \(CVM\) Policy](#)