



GUIDELINES ON **HEALTHIER CHOICE** LOGO MALAYSIA





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DISCLAIMER

This guidance is not legally binding and do not supersede any other regulations or guidelines that regulate food products in Malaysia.

FOREWORD

There are major changes in the diet of the population throughout this world. These are influenced by many factors such as globalisation, urbanization, life style and the new development and invention by the food industries. The diet is moving from the basic staple to more varied and convenient. Traditional dietary patterns have undergone marked changes as consumers are increasingly rely on pre-packaged processed foods. Therefore, consumers need to be educated and facilitated in selecting healthier options of food products.

Healthier Choice Logo (HCL) is one of the signposting in the nutrition labelling system. HCL can be part of a broader basket of initiatives that give motivation to industries to reformulate food products and assist the consumers in making right food choices. I would like to take this opportunity to express my fervent hope that HCL initiative will be implemented successfully with the full support and collaboration from all stakeholders. I believe that this initiative will achieve its' objectives to create an environment which support healthy eating and finally reduce the burden of non-communicable diseases in the country.



Zalma Abdul Razak
Director of Nutrition Division
Ministry of Health Malaysia

INTRODUCTION

The implementation of Healthier Choices Logo (HCL) is an initiative by the Ministry of Health Malaysia. This initiative was launched by the Health Minister on 20 April 2017. It is in line with the strategy of the National Plan of Action for Nutrition of Malaysia (NPANM) III (2016-2025) to promote healthy eating and active living for all. The 65th World Health Assembly (WHA) 2012 Resolution also highlighted the importance of food labeling schemes as a strategy to educate consumers on healthy food choices. Besides that, 23rd ASEAN Summit 2013 stressed the roles and responsibilities of food industries to produce more food that are healthier in the market.

Excessive dietary intake particularly fat, sodium and sugars have been shown to be associated with the development of diet-related non-communicable diseases such as obesity, cardiovascular diseases and diabetes mellitus which are increasing tremendously in Malaysia. The aim of this initiative is to assist in addressing the rising incidence of those diseases and providing a framework on the development of healthy food supplies to Malaysian consumers.

The HCL is intended to provide point-of-sale information to the consumer in making informed food choices. Food products may carry the Healthier Choice Logo if they meet the nutrient criteria specified by the Ministry of Health Malaysia. The implementation of HCL is on voluntary basis by the industries. Applications need to be submitted to Nutrition Division, Ministry of Health Malaysia and certification will be given upon approval. These guidelines are applicable to individual company and its advertising and/or other related agencies. However, the primary responsibility for enforcing and conforming to these standards lies solely with the individual company. In the context of this guideline, foods refer to foods and beverages.

OBJECTIVES

The objectives of HCL are:

- To assist consumers in making informed food choices by merely looking at the front label of the food packages.
- To help consumers identify healthier food products in the same category of food.
- To encourage food and beverage industries to reformulate and produce healthier products.
- To provide an environment that supports healthy eating practices.

B LOGO LABELLING AND PRESENTATION

FORMAT OF THE LOGO



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



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

- There are only two colours allowed for the logo as shown above.
- The 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.

Note:

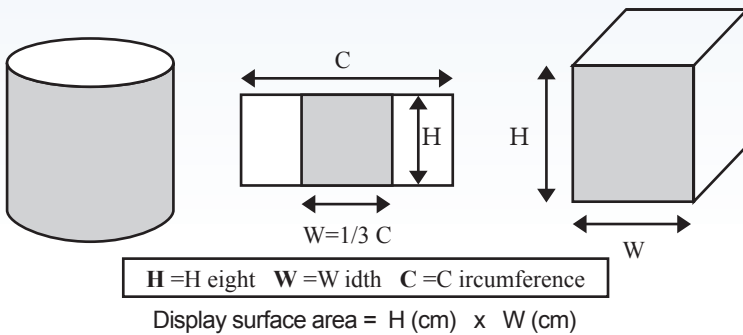
The word "Logo" as stated in these guidelines refers to Healthier Choice Logo Malaysia

- d) The Logo must adhere to the identification, colour, and size requirements set forth by Ministry of Health Malaysia. Such requirements are designed to ensure that through uniform and consistent use, the public will continue to recognize the Logo as a distinctive mark and not simply a decorative symbol.
- e) The following conditions are PROHIBITED in the Logo format:
- use of non-designated colours;
 - rearrange the logo formation;
 - rotate the logo;
 - remove any part of the logo formation;
 - distort or stretch the logo, either horizontally or vertically; or
 - substitute fonts in the logo.
- f) 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.
- g) The HCL is the copyright of Ministry of Health Malaysia.

SIZE OF THE LOGO ON PRODUCT PACKAGING

- a) The display surface area is defined as the area of the face of product where the Logo is placed.

Example:

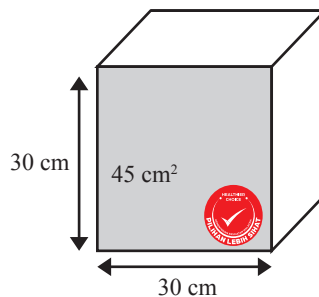


- b) The size of the Logo must not exceed 5% of the display surface area of the packaging.

Example: H = 30 cm, W = 30 cm

$$\begin{aligned} \text{Display surface area} &= 30 \text{ cm} \times 30 \text{ cm} \\ &= 900 \text{ cm}^2 \end{aligned}$$

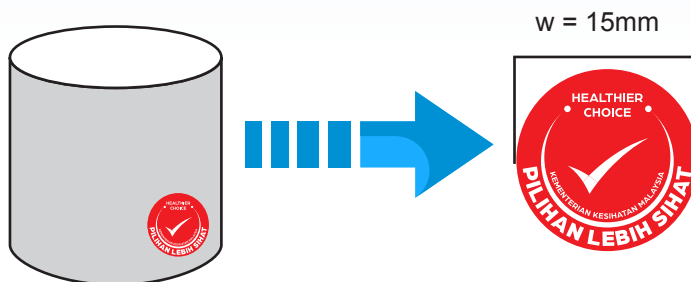
$$\begin{aligned} \text{Maximum size of HCL} &= 5\% \text{ of } 900 \text{ cm}^2 \\ &= 45 \text{ cm}^2 \end{aligned}$$



- c) The size of the Logo should not less than 15mm width when applied on the packaging. The minimum size of 15mm width of the Logo should be maintained if the calculations yield smaller than the recommended value.

Example :

The size of HCL is determined by the width

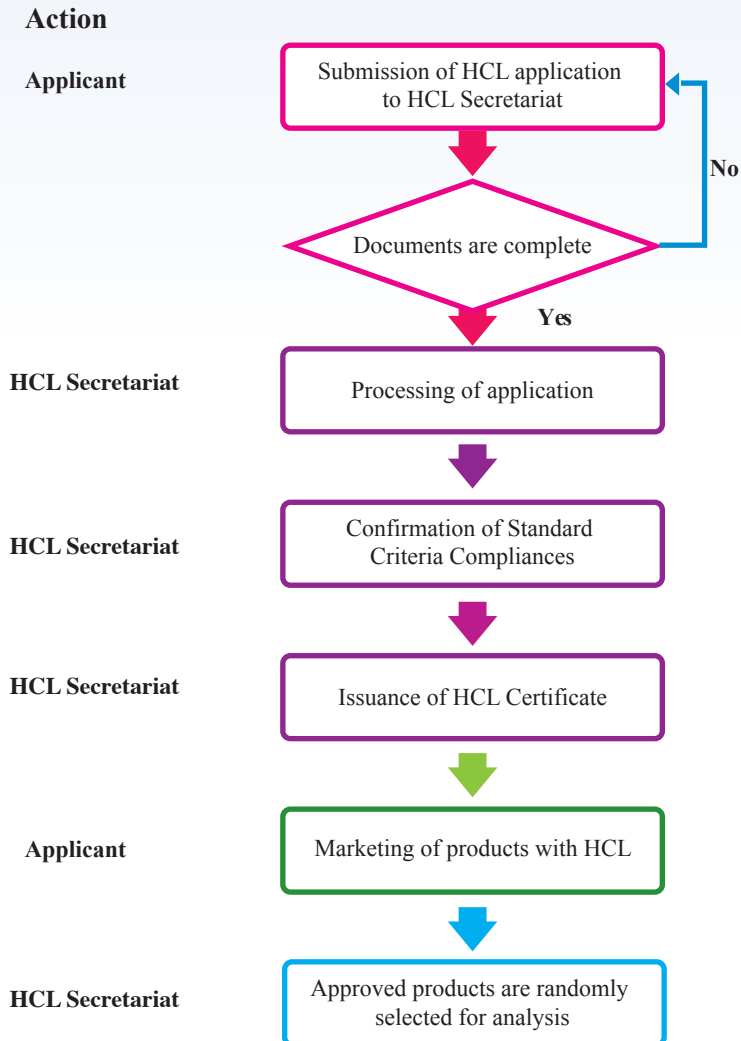


C PROCEDURES

MANAGEMENT OF APPLICATION

- a) Applicants that are registered with the Registrar of Companies and stipulated under sub regulation 11 (1) (j), Food Regulation 1985, are eligible to apply for HCL certificate.
- b) They are required to submit the application via the HCL online system. The system can be accessed at: <http://myhcl.moh.gov.my>.
- c) Each selected food group has a set of nutritional criteria and each product will be evaluated according to these criteria (**Appendix 1: Nutritional Guidelines on Nutrient Criteria for Healthier Choice Logo Malaysia**). The companies may also send in the proposal to create a new food group or product category under HCL initiative by using the MHCL-3 form (**Appendix 2: Industrial's Proposal for Creating New Food Group/ Product Category under Healthier Choice Logo Malaysia**).
- d) Applicants are required to send certificate of analysis of the products during the submission of application. Laboratory test must be carried out by accredited and recognized laboratories from the Department of Standard Malaysia under the Skim Akreditasi Makmal Malaysia (SAMM), International Laboratory Accreditation (ILAC) or Mutual Recognize Accreditation (MRA) Signatories laboratories that are recognized by Department of Standard Malaysia are also accepted.
- e) All artworks or labels using or with reference to HCL, must be submitted for approval. All materials submitted are not returnable.
- f) Upon receipt of the application, HCL Secretariats will verify the completeness of the application. The summary of application procedures is described in **page 8**.
- g) Any costs related to the submission of application (including analysis, laboratory test and designing artworks) will be borne by the applicants.
- h) Approved products may be randomly selected for analysis to ensure that they continue to meet the standard nutritional criteria. Any companies whose products fail to meet the criteria will be investigated and may be disqualified from the programme.
- i) It is the responsibility of the applicants to ensure that all food products comply with the requirements of the Food Act 1983, Food Regulations 1985 and HCL Certification Conditions.

SUMMARY OF HEALTHIER CHOICE LOGO APPLICATION PROCEDURES



D CERTIFICATE OF AUTHENTICATION

REQUIREMENTS

- a) Companies that are certified to use the Logo will agree to:
- the non-exclusive use of the Logo by any one company for any one product;
 - certification cannot be negotiable, lendable, transferable, forged, misused or altered in any way;
 - be responsible for monitoring the appropriate use of the Logo on certified products;
 - the label submitted for HCL must:
 - i have the Front-of-Pack (FOP) Energy Icon;
 - ii display the nutrients specified in the criteria on the nutrition information panel (NIP); and
 - iii display a specific statement under the Logo as it serves the purpose of educating the consumers that the HCL products are healthier options within the same category. Therefore, the statement must be visible and readable. Refer to Appendix 1: Nutritional Guidelines on Nutrient Criteria for Healthier Choice Logo Malaysia for the specific statement declaration for each food group and product category.
 - The summary of the above requirements is described in **page 10**.
- b) The certificate will be valid for a duration of two years (24 months) upon approval. At the end of the certified year, the products will be re-evaluated based on the latest nutrient criteria. The nutrient criteria may be amended and updated from time to time to reflect the latest scientific updates.
- c) It is the responsibility of the companies to ensure that their packaging, labelling, advertising and promotional materials of food products are in compliance with the Food Regulations 1985.

SUMMARY OF THE REQUIRED NUTRITION INFORMATION TO BE DISPLAYED ON THE LABEL

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)

RENEWAL OF CERTIFICATION

- a) 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.
- b) If the nutrient criteria are still met, the certificate may be renewed for another two years. For products which changes in the formulation, the company would need to re-apply them as new applications.
- c) The certification will be terminated immediately if the company fails to renew their certificate.
- d) Upon the expiry of the certificate, food companies will be given a period of three calendar months to remove the Logo from the products. The products with HCL design can no longer exist in the market after that. Also, the products with expired certificate will be automatically removed from the database.
- e) Late renewal will be treated as a new application.

TERMINATION CERTIFICATION OR MISUSE OF THE LOGO

- a) The use of the logo will be terminated if:
 - o the product no longer meets the nutrient criteria and these guidelines;
 - o the product found not to be compliance to the Food Regulation 1985;
or
 - o the certificate is not renewed.
- b) Upon termination or expiry of the certificate, the company will no longer hold the right to use the HCL. The company must stop using the logo in the next production.
- c) The company will be given a period of three calendar months to remove the Logo from the products. The products with HCL design can no longer exist in the market after that.
- d) If the company fails to comply, a written warning will be issued. Legal action may be taken against them. Any application from this company will not be accepted for 2 years.
- e) Participating companies are expected to adhere strictly to the guidelines.

E ADVERTISING CODES

APPROVAL OF PACKAGING/ ADVERTISING/ PROMOTIONAL MATERIALS

- a) The companies are mandatory to submit the packaging/ advertising/ promotional materials to HCL Secretariat for review and approval.
- b) The application will take 7 working days for approval.
- c) The companies have to take the responsibility on all advertisements that have been published.
- d) If the companies do not meet the advertising codes, HCL Secretariat will give a warning letter to the companies and if still fail, application/ renewal of HCL is not accepted for 2 years.
- e) All materials submitted are not returnable and are kept for MOH's records.
- f) The colour and artwork of the logo on the promotional materials should conform to logo format.
- g) A specific HCL statement shall be displayed at the packaging/ advertising/ promotional materials to educate the consumers that HCL products are healthier options within the same category. Refer to Appendix 1: Nutritional Guidelines on Nutrient Criteria for Healthier Choice Logo Malaysia for the specific statement declaration for each food group and product category.

CLAIMS AND PROMOTIONAL MESSAGES

- a) The word “Healthier Choice” only can be used in the form of logo.
- b) All claims and information used in relation to the logo for the promotion and packaging of certified products must be factual, accurate and must not be misleading.
- c) All possible misconceptions by the consumer of products being ‘good’ or ‘bad’, should be avoided and not to make any negative implications to products which do not carry the Logo.
- d) If the promotional messages are to highlight about the HCL initiative, joint advertisement or promotion of products with and without the Logo are not allowed.
- e) Claims or statements that are prohibited on all promotional materials:
 - o Claims that are not allowed under Malaysian Food Act 1983 and their related regulations.
 - o Claims stating that the products are endorsed by the Ministry of Health Malaysia.

Example: “This product has been endorsed by the Ministry of Health Malaysia”, or any other claims in similar meaning.

- o Claims implying that the Logo are exclusively used by the company or products.

Example: “The one and only product/ company with the Healthier Choice Logo”, or any other claims in similar meaning.

- f) All packaging, labelling, advertising and promotional material artworks must conform to the guidelines in effect at the time they are submitted for approval. Should there be any changes made to these guidelines, notification of changes and their effective dates will be sent out to all relevant companies

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

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	For English version: Compared within (Name of HCL Category) category only
<i>Minuman Bijirin</i> Cereal Drink	-	≤1.5g	≤37.5mg	≤5g	≥0.45g	-		

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex 1.

² Includes all breakfast cereal products, granola, muesli, cereal bars and similar products.

³ Includes cereal beverages premix and instant oatmeal with added ingredients.

CEREAL, CEREAL PRODUCTS & FLOUR CONFECTION GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Roti/ Ban/ Mantou</i> Bread/ Bun/Mantou ²	-	≤5g	≤360mg	≤5g	≥6g		
<i>Roti/ Ban/ Mantou Berinti</i> Filled Bread/ Bun/ Mantou ³	-	≤10g	≤400mg	≤7g	≥3g		For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Wrap/ Tortilla/ Naan/ Roti Pita/ Roti Canai</i> Wrap/ Tortilla/ Naan/ Pita Bread/ Flatbread ⁴	-	≤7g	≤360mg	≤5g	≥6g	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	For English version: Compared within (Name of HCL Category) category only
<i>Roti Canai Berinti</i> Filled Flatbread ⁴	-	≤10g	≤400mg	≤5g	≥3g		
<i>Pastri</i> Pastry	-	≤20g	≤360mg	≤7g	≥3g		
<i>Kek</i> Cake	-	≤22g	≤300mg	≤24g	≥3g		

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex 1.

² Refer to all plain bread/ plain bun products.

³ Refer to bread/ bun products that added or filled with other ingredients (eg: nuts, chocolate, dried fruits, cream & others) beside the basic ingredients & cereals to produce the product.

⁴ Flatbread includes Roti Boom, Paratha & Capati. Suggested healthy preparation method is recommended on the label.

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

FRUITS & VEGETABLES GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
<i>Buah Berkaling</i> Canned Fruit	-	-	≤15g	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Koktel Buah Berkaling</i> Canned Fruit Cocktail	-	-	≤15g	-	Vitamin A Vitamin B9 Vitamin C Dietary Fiber	
<i>Buah Kering</i> Dried Fruit ²	≤0.5g	No Added	No Added	-		For English version: Compared within (Name of HCL Category) category only
<i>Sayur Berkaling</i> Canned Vegetable ³	≤5g	≤300mg	≤1.2g	≥1.0g	-	

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Includes products that fall under Food Regulation Standard 226 and standard 227. Fruits/Other added ingredients must not add salt & sugar in any production process. The production flow must be attached for HCL authentication.

³ Includes products that fall under Food Regulation Standard 220.

FISH & FISH PRODUCTS GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Omega 3 (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
<i>Ikan Sardin, Makarel & Salmon Berkaling</i> Canned Sardines, Mackerel & Salmon	≤15g	≤400mg	≤2.5g	≥600mg		For Bahasa Malaysia version: Perbandingan produk dalam kategori ikan berkaling sahaja
<i>Ikan Tuna Berkaling</i> Canned Tuna	≤10g	≤400mg	≤2.5g	≥300mg		For English version: Compared within canned fish category only
<i>Lain-Lain</i> Other Fishes	≤5g	≤400mg	≤2.5g	-	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	
<i>Makanan Laut Berkaling</i> Canned Seafood	≤5g	≤400mg	≤2.5g	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori makanan laut berkaling sahaja
						For English version: Compared within canned seafood category only

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

MEAT & POULTRY GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
Daging Berkaling Canned Meat ²	≤10g	≤400mg	≤5g	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	For Bahasa Malaysia version: Perbandingan produk dalam kategori daging berkalng sahaja For English version: Compared within canned meat category only

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Includes products that fall under Food Regulation Standard 149 and Standard 151.

LEGUMES, NUTS & SEED GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Protein (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
<i>Kekacang/ Kacang/ Biji-Bijian</i> Legume/ Nut/ Seed ²	No Added	≤120 mg	No Added	≥3g	-	-	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Mentega Kacang</i> Peanut Butter	-	≤400 mg	≤15g	-	≥24g	Vitamin A Vitamin D Vitamin E Dietary Fiber ³	For English version: Compared within (Name of HCL Category) category only
<i>Plant Based Protein/ Protein Berasaskan Tumbuhan</i>	≤10g	≤450mg	-	-	≥10g	Iron Dietary Fiber Vitamin B12	

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Only includes ready to eat products and mixed nuts products. Nuts/ Other added ingredients must not add with oil/fat and sugar in any production process. The production flow must be attached for HCL authentication.

³ Dietary Fiber ≥ 6g/ 100g.

DAIRY & DAIRY PRODUCTS^(b)

HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Calcium (100g/ml)	Sodium (100g/ml)	Protein (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Susu Segar</i> Fresh Milk	As per Food Regulation 1985 (Standard 82)						-
<i>Susu Campuran Semula @ Susu Bancuhan Kosong</i> Plain Recombined Milk @ Reconstituted Milk	-	No Added Sugar	≥130mg ³	-	-	-	For Bahasa Malaysia version: Perbandingan produk dalam kategori susu sahaja
<i>Susu Tepung Kosong</i> Plain Milk Powder	-	No Added Sugar	≥900mg ³	-	-	-	For English version: Compared within milk category only
<i>Susu Campuran Semula @ Susu Bancuhan Berperisa</i> Flavoured Recombined Milk @ Reconstituted Milk	-	≤7g	≥130mg ³	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D	For Bahasa Malaysia version: Perbandingan produk dalam kategori susu berperisa sahaja
<i>Susu Tepung Berperisa</i> Flavoured Milk Powder	-	≤46.7g	≥900mg ³	-	-	-	For English version: Compared within flavoured milk category only
<i>Keju Proses</i> Processed Cheese ²	-	-	≥240mg	≤830mg	-	-	For Bahasa Malaysia version: Perbandingan produk dalam kategori keju proses sahaja For English version: Compared within processed cheese category only

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

^(b) Excludes infant formula, all special purposes food, FMPC & any milk products that targeted to specific group. HCL Products shall not be labelled or promoted in any way that will promote the products under the scope of code of ethics for the marketing of the infant foods & related products directly or indirectly.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Refers to processed slice cheese.

³ Calcium level to be achieved by 1st January 2024 ≥150mg/100ml (liquid milk) AND ≥1000mg/100g (milk powder)

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

DAIRY & DAIRY PRODUCTS ^(b)

HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Calcium (100g/ml)	Probiotic	Protein (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Susu Kultur @ Susu Fermentasi</i> Cultured Milk @ Fermented Milk ^(c)	≤1.5g	≤7g (exclude lactose)	-	≥10 ⁸ CFU /ml	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber Calcium	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Yogurt</i> Yoghurt	≤2.0g	≤7g (exclude lactose)	-	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber	For English version: Compared within (Name of HCL Category) category only
<i>Minuman Yogurt</i> Yoghurt Drink	≤1.5g	≤5g (exclude lactose)	≥60mg	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber	For English version: Compared within (Name of HCL Category) category only

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

^(b) Excludes infant formula, all special purposes food, FMPC & any milk products that targeted to specific group. HCL Products shall not be labelled or promoted in any way that will promote the products under the scope of code of ethics for the marketing of the infant foods & related products directly or indirectly.

^(c) Must contain significant amount of Probiotic 10⁸ cfu/ml during the shelf life of the product.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex 1.

BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Sodium (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Air Minuman @ Air Mineral</i> Drinking Water @ Mineral Water		As per Food Regulations 1985 (Standard 360A & 360B)			-
<i>Jus Sayur</i> Vegetable Juice	-	≤12.0g & No Added Sugar	≤100mg		
<i>Jus Buah</i> Fruit Juice	-	≤12.0g & No Added Sugar	-	Vitamin A Vitamin B9	
<i>Jus Campuran Buah & Sayur</i> Mixes Fruit & Vegetable Juice	-	≤12.0g & No Added Sugar	≤100mg	Vitamin C Dietary Fiber	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Minuman Jus Buah</i> Fruit Juice Drinks	-	≤5.0g	≤20mg		For English version: Compared within (Name of HCL Category) category only
<i>Minuman Buah</i> Fruit Drinks	-	≤5.0g	≤20mg		
<i>Minuman Botani</i> Botanical Beverage	-	≤5.0g	-	-	
<i>Serbuk Minuman Botani</i> Botanical Beverage Powder	-	≤16.7g	-	-	
<i>Minuman Isotonik Elektrolit</i> Isotonic Electrolyte Drink	-	≤5.0g	-	-	
<i>Minuman Berperisa</i> Flavoured Drink	-	≤5.0g	-	-	

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex 1.

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Minuman Teh</i> Tea Drink	≤1.5g	≤5.0g	-	-	-	
Teh Campuran Tea Mix	≤10 g	≤33.3 g	-	-	-	
<i>Minuman Kopi</i> Coffee Drink	≤1.5g	≤5.0g	-	-	-	
Kopi Pracamuran Coffee Premix	≤10 g	≤33.3 g	-	-	-	
<i>Minuman Coklat</i> Chocolate Drink	≤1.5g	≤5.0g	-	-	Vitamin B1 Vitamin B6 Vitamin B9 Calcium ² Iron	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Serbuk Minuman Coklat</i> Chocolate Drink Powder	≤10 g	≤33.3 g	-	-	Dietary Fiber	For English version: Compared within (Name of HCL Category) category only
<i>Minuman Malt</i> Malted Drink	≤1.5g	≤5.0g	≤37.5 mg	≥0.45g	Vitamin B1 Vitamin B6 Vitamin B9 Calcium Iron	
<i>Serbuk Minuman Malt</i> Malted Drink Powder	≤10 g	≤33.3 g	≤250 mg	≥3.0g		

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Calcium (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Minuman berasaskan Tumbuhan</i> Plant-Based Drink						Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium Protein	
<i>Cereal based</i> ² <i>Berasaskan bijirin</i>	≤1.5g	≤5.0g	≤37.5mg	≥0.45g	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori Serbuk/Minuman Berasaskan Tumbuhan sahaja
<i>Soy Bean/ Legume & Nut based</i> ³ <i>Kacang Soya/ Kacang & Legum</i> ³	-	≤5.0g	≤37.5mg	-	≥60mg ⁴	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Protein	
<i>Serbuk Minuman berasaskan Tumbuhan</i> Plant-Based Drink Powder						Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium Protein	For English version: Compared within Plant-Based Drink/ Powder category only
<i>Cereal based</i> ² <i>Berasaskan bijirin</i>	≤10g	≤33.3g	≤250mg	≥3.0g	-		
<i>Soy Bean/ Legume & Nut based</i> ³ <i>Kacang Soya/ Kacang & Legum</i> ³	-	≤33.3g	≤250mg	-	≥400mg ⁴	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Protein	

(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Includes all cereal based plant-based drink/ powder (eg: oat, rice, wheat, etc.)

³ Includes all legume, nut & seed-based plant-based drink/ powder (eg: peanut, hazelnut, sesame, etc.)

⁴ Calcium Level to be achieved by 1st January 2024 ≥75mg/100ml (RTD) and ≥500mg/100g (powder).

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

SOUPS GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)
Instant Soups & Broth Sup Segera¹	≤100 kcal	≤4g	≤200 mg	≤4 g	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ This includes already part-cooked soups/ broth and only needs to be heated before serving or ready for consumption

SAUCES GROUP

HCL Category	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)
Kicap Soya Sauce	≤3000mg	≤16g	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only
Sos Cili/ Tomato Chili/ Tomato Sauce	≤400mg	≤16g	

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

FATS & OIL GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)
Sos Salad Salad Dressing	≤350 kcal	≤5g	≤750 mg	≤11 g	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

CONVENIENCE FOOD GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
Mi Segera Instant Noodles		≤16g	≤700mg	-	≥3g	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only
Instant Pasta Pasta Segera²	≤200kcal	≤5g	≤400mg	≤4.5g	-		

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex 1.

² This includes already part-cooked pasta and only needs to be heated before serving or ready for consumption

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

EDIBLE ICE GROUP

HCL Category	Calcium (100g/ml)	Total Sugars (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Ais Krim</i> ^(b) Ice Cream ^(b)	≥100mg	≤15g	Vitamin A Vitamin E Vitamin D Vitamin B1 Vitamin B2 Vitamin B6 Vitamin B12 Vitamin B9 Vitamin C Iron Dietary Fiber Protein	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only
<i>Konfeksi Ais</i> Ice Confection	≥50mg	≤15g		

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

^(b) Products must contain not less than 10% of milk fat.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

ADDITIONAL CRITERIA (AC)

Nutrient	Unit	Value per 100g		Value per 100ml	
		Current Level	New Target by January 2024	Current Level	New Target by January 2024
Vitamin A	µg	120	120	60	60
Vitamin E	mg	1.5	1.5	0.75	0.75
Vitamin D	µg	0.75	2.25	0.375	1.125
Vitamin B1 (Thiamin)	mg	0.21	0.18	0.105	0.09
Vitamin B2 (Riboflavin)	mg	0.24	0.18	0.12	0.09
Vitamin B6 (Pyridoxine)	mg	0.3	0.195	0.15	0.10
Vitamin B12 (Cobalamin)	µg	0.15	0.36	0.075	0.18
Vitamin B9 (Folic Acid)	µg	30	60	15	30
Vitamin C	mg	9	15	4.5	7.5
Calcium	mg	120	150	60	75
Iron	mg	2.1	2.1	1.05	1.05
Dietary Fiber	g	3	3	1.5	1.5
Protein	g	5	5	2.5	2.5

***The nutrient values in Additional Criteria (AC) will be amended and updated accordingly based on the latest Nutrient Reference Values (NRV) in Food Regulation 1985.*

MHCL-3 FORM : INDUSTRIAL'S PROPOSAL FOR CREATING NEW FOOD GROUP/ PRODUCT CATEGORY UNDER HEALTHIER CHOICE LOGO MALAYSIA



MHCL-3

INDUSTRIAL'S PROPOSAL FOR CREATING NEW FOOD GROUP/ PRODUCT CATEGORY UNDER HEALTHIER CHOICE LOGO (HCL) MALAYSIA

APPLICANT'S DETAILS

NAME OF APPLICANT: _____

DESIGNATION: _____

NAME OF REGISTERED COMPANY: _____

REGISTRATION OF COMPANY (ROC) NO. : _____

REGISTERED ADDRESS:-

CONTACT NO (EXT): _____

CONTACT NO (HP) : _____

FAX NO. : _____

EMAIL: _____

TYPE OF INDUSTRY:

- Multi National Company (MNC) Small Medium Enterprise (SME)

TYPE OF COMPANY:

- Manufacturer Importer Distributor

Guide for application:

- i. All sections in this form must be completed.
- ii. All information requested in this format must be submitted in Bahasa Malaysia or English.
- iii. Please use attachment if the space provided is not enough or when it is necessary.
- iv. Please forward completed application forms and all the relevant documents to:

Director
Nutrition Division,
Ministry of Health Malaysia,
Level 1, Block E3, Parcel E,
Federal Government Administration Centre,
62590 Putrajaya
Tel: 03-8892 4503; Fax: 03-8892 4511/12
Emel: hcl_kkm@moh.gov.my

* The MHCL-3 form can be downloaded from <https://hq.moh.gov.my/nutrition> or <http://myhcl.moh.gov.my>

MHCL-3 FORM : INDUSTRIAL'S PROPOSAL FOR CREATING NEW FOOD GROUP/ PRODUCT CATEGORY UNDER HEALTHIER CHOICE LOGO MALAYSIA



INDUSTRIAL'S PROPOSAL FOR CREATING NEW FOOD GROUP/ PRODUCT CATEGORY UNDER HEALTHIER CHOICE LOGO (HCL) MALAYSIA

- i. Proposed Food Group: _____
- ii. Proposed Product Category: _____
- iii. Proposed Nutrient Criteria:

Type Of Nutrient(S)	Nutrient Criteria (Per 100g/100ml)
Eg: Sodium	Eg: $\leq 400\text{mg} / 100\text{g}$
Eg: Dietary Fiber	Eg: $\geq 6\text{g} / 100\text{g}$

- iv. The importance of HCL authentication on this proposed product category:

- v. The scientific justification and supporting documents for the proposed nutrient criteria
- vi. Summaries of information required so as to assist the committee members in understanding the application
- vii. Example(s) of established nutrient criteria that is adopted by other country/ countries or recognised international agency/ agencies
- viii. Nutrient profiling/ database of all/ majority of the proposed products that can be found in the market
- ix. Other relevant information if necessary.

DECLARATION:

I _____ (full name), identity card / passport number _____,

hereby declare:

- a. that this application is made by myself / on behalf of _____
- b. that all particulars given in this form including all appendices attached are true and correct.

SIGNATURE : _____

NAME : _____

DESIGNATION : _____

DATE : _____

COMPANY STAMP

* The MHCL-3 form can be downloaded from <https://hq.moh.gov.my/nutrition> or <http://myhcl.moh.gov.my>

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NOTE

Nutrition Division, Ministry of Health Malaysia reserves the right to change the terms and conditions in the guideline without prior notice. In the event that any changes are made, the revised guideline shall be updated in Nutrition Division's official portal.

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Level 1, Block E3, Complex E, Precinct 1,
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<https://hq.moh.gov.my/nutrition/>

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