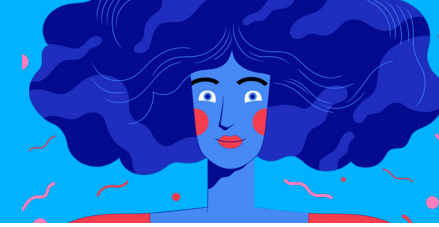


Unilever's Science-based Nutrition Criteria



Background

Many people around the world are suffering from chronic diseases like cardiovascular diseases, diabetes, or cancer. There is scientific evidence that consumption of too many calories, saturated fat, salt and sugar is playing a role.

The World Health Organisation (WHO) has set guidelines for maximum daily intakes of these nutrients and as one of the biggest manufacturers globally we have a responsibility to reduce the amounts of these nutrients in the products we sell.

Unilever has a long history in reducing calories, saturated fat, salt and sugar thanks to our product standards, which are now referred to as Unilever's Science-based Nutrition Criteria (USNC).



WHO dietary guidelines for maximum daily intake

Nutrient	Daily Value
Energy	Women: 2000 kcal/day Men: 2500 kcal/day
Sodium	5g salt/day = 2000 mg sodium/day
SAFA	10 en%~20g/day
Free sugars	10 en% = 50g/day

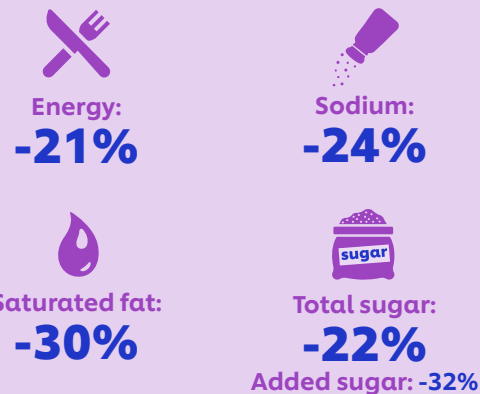


Set criteria considering the type of product, how often it is consumed and the serving size

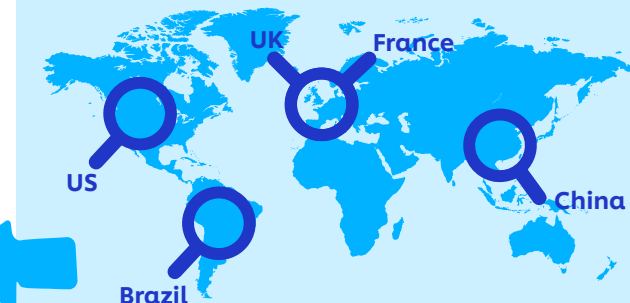
Energy recommendation: 2000-2500 kcal/day		
1. Breakfast	2. Lunch	3. Dinner
18%	27%	27%
400 kcal	600 kcal	600 kcal
4. Snacks	5. Drinks	
20%	9%	
3x 150 kcal	200 kcal	



Criteria will help reducing intakes



Test criteria using intake studies



Criteria setting

To determine the criteria in USNC, the starting point was the WHO dietary guidelines for maximum daily intake of energy, saturated fat, salt and sugar intake.

These WHO guidelines were translated into product group specific criteria, considering the type of product, how often it is eaten and the serving size. This means for example that a meal is allowed to contain more calories than a snack.

To check if these criteria will really help to reduce intakes of the nutrients mentioned earlier, we tested them using national food intake data from studies from US, Brazil, UK, France and China. Together these studies contain actual eating patterns of more than 110,000 people over several days.

Results showed that if all foods eaten by the participants in these studies would meet our criteria, intakes of calories, salt, saturated fat and sugars would be reduced by up to 30% and become closer to the WHO guidelines for maximum daily intake.