

**DENMARK's New Document on the use of the term probiotic**  
**Non-official translation**  
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### **Dietary Supplements**

*Rules for companies and therapists who market dietary supplements, as well as guidance on where the consumer can find information and advice regarding the purchase of dietary supplements.*

#### Probiotics can be used as a mandatory category designation on dietary supplements

Dietary supplements are by definition products that are concentrated sources of nutrients or other substances with a nutritional or physiological effect, which are intended to supplement the normal diet and are marketed in dosage form. The claim rules also apply to dietary supplements. There are special labeling requirements for food supplements, which complete the general labeling requirements for ordinary foods.

Pursuant to section 9 of the Executive Order on Dietary Supplements, it is therefore i.a. mandatory in the labeling of food supplements to indicate the name of the categories of nutrients or substances that characterize the product, or an indication of the nature of these nutrients or substances.

The mandatory labeling indications for food supplements are not covered by the claims rules.

The common understanding so far has been that, for example, "lactic acid bacteria" or "bifidobacteria" are the possible category designations for the microorganisms in question.

The Netherlands and Poland have recently stated that in future they will consider "probiotics" as a mandatory category term for dietary supplements. Denmark has chosen to follow this interpretation.

This means that the term "probiotics" for dietary supplements can be considered a mandatory category term.

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<sup>1</sup> IPA Europe is the European chapter of IPA, the International Probiotics Association; it was established in Brussels in 2015. The members of IPA Europe are Companies directly engaged in the manufacture of probiotic cultures or probiotic foods, supplements, nutritionals or therapeutic products: BioGaia, Chr. Hansen, Danone, DuPont, IPA, Lallemand, Lesaffre, Probi and Yakult. The IPA Europe mission is: to gain acceptance of the term "probiotic" throughout Europe as a defined category and to create a favourable environment for probiotics in Europe. For additional information on IPA Europe's activities see: <http://ipaeurope.org>

Dietary supplement products can therefore now be labeled "probiotics" as a mandatory category designation when the product contains live lactic acid bacteria and / or bifidobacteria. It is assumed that the term "probiotics" is used in such a way that it does not appear as a claim of the product.

Only the term "probiotics" may be used and not additional information such as "probiotic effect" or similar information that may be considered a health claim that must comply with the claims regulation.

The category designation "probiotics" must be indicated on the labeling of the product, but not in the list of ingredients. The list of ingredients must indicate the specific name of the substance and the micro-organism, which must be indicated with the family, species and strain of the micro-organism in question. The requirements for labeling dietary supplements are otherwise described in the Dietary Supplement Guide.

For ordinary foods, such a category name is considered to be a voluntary labeling statement and an indication of "contains probiotics" would be subject to the rules of the claim Regulation. Therefore, the designation "probiotics" can currently be used, pro tempore, and be applied only to food supplements, but not to other foods or food ingredients.

[Link to the original document in Danish](#)



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