

**The Hong Kong Health Food Association**  
**Practice Guideline Agreement**

In applying for the membership of Hong Kong Health Food Association (HKHFA), please read carefully the terms & conditions stipulated in the Practice Guideline as enclosed below. If agreed, kindly put the authorized signature and company seal on the document, and mail it with other documents to the Association's corresponding address, P.O. Box 90674 TSIM SHA TSUI POST OFFICE for application processing.

Members of the Hong Kong Health Food Association should be committed to:

Comply with Applicable Laws and Regulations

- Abide by all applicable laws and regulations relating to the sales, promotion, and distributing of health food products. If necessary, seek to change those laws and regulations that are inconsistent with the best interests of the public.

Exercise the Responsibility for Truthful Advertising

- Avoid any claims that may lead consumers to forgo appropriate medical treatment.
- Avoid advertising false, misleading, or exaggerated product functions and claims.
- Strictly adhere to local regulation in advertising and product labeling.
- Represent the findings of scientific researches, surveys, or consumer reports to the public in an honest and accurate manner.

Protect the Safety of Product

- Recognize a responsibility to assure health food products are safe for consumption by appropriate population groups.
- Recognize a responsibility to recommend appropriate usage instructions, dosage, and storage conditions; whenever needed, to label warning statements for pregnant or lactating women or keep out of reach by children, or other precaution statements.

Assure Product Quality

- Ensure the name of ingredients, batch number, and expiration date are printed on the product label in conspicuous space and in legible manner.

- Products should be packaged, stored, and transported in ways that can preserve the integrity of the product and its ingredients.
- Ensure that the raw materials for manufacture match the specifications prescribed, and that the manufacture process is according to recognized good manufacture practice.
- Initiate immediate remedial actions, including product recall, if necessary, when significant errors are found to have occurred in product formulation, manufacture process, or labeling.

#### Provide Consumers with Good Business Practices

- Provide consumers with carefully formulated product that is accurately labeled and honestly advertised.
- Provide consumers with the information they need to enable them to make better and more informed choices in the marketplace.
- Commit an obligation to promptly investigate and resolve consumer complaints.
- Do not falsely disparage competitors or competitors' products.
- Value the cooperation of segments of the industry and do not falsely denigrate the reputation of the quality of health food.

**The Hong Kong Health Food Association solemnly declared that any member of the Association or its employees seriously infringe the Practice Guideline or commit the any of the following matters, the Association reserves the right to cancel the membership of the involved member and to collect any outstanding payment owed to the Association.**

1. If Member, its product or its employee is duly proved to have made false or untrue claim
2. If Member uses the Association's name or logo for any purpose without the prior written approval and consent of the Association,.
3. If Member do any physical or literal act that will tarnish the goodwill of the Association.

If company, \_\_\_\_\_, becomes a member of the Hong Kong Health Food Association, it will commit to abide by the Practice Guideline of the Association. The authorized signature and company seal are hereby affixed to confirm this agreement.

Authorized Signature & Company Seal: \_\_\_\_\_

Date: \_\_\_\_\_

## **Appendix**

### **Implementation of the Practice Guideline**

1. Members of the Hong Kong Health Food Association (the Association) have to abide by the Practice Guideline of the Association.
2. The Association shall establish an Advisory Committee to give advice to members for the interpretation of the Guideline and any issues derived from the Guideline.
3. If any Member was found to have breached the Guideline, the management of any other Member can write to inform the Association about the breach for investigation.
4. The informing letter should be accompanied with reliable evidence, for example the advertisement, the label, the product sample, or relevant documents in question.
5. The Council of the Association will follow up the case; if necessary, will request the Advisory Committee to investigate the details.
6. Upon the recommendation of the Advisory Committee, the Council will decide on the results and will reply the complainant Member with the findings; if necessary, will issue recommendation letter to the Member being complained.