



## HKHFA Quality Product Seal

Dear valuable HKHFA members,

Thank you for your continuous support as a member of our Association.

This year, we have introduced for the first time the Quality Product Seal to products with excellent quality. Products that bear this Seal would be recognized as possessing good quality tested according to relevant local and international standards, as well as manufactured by a qualified factory. The purpose of this seal is not only to bringing the quality of health food to a higher level, but also to enhance the protection to consumers thereby raising their trust and confidence towards health food.

We believe that by so doing, it would eventually increase the identification of the health food industry as a whole.

### Benefits

1. Products awarded the Seal will be displayed on HKHFA website, which gives your products a prestigious status and increased exposure through a widely recognized Association in the industry.
2. The specially designed Quality Product Seal label can be placed on the awarded product, and related materials e.g. product catalogue, website, etc. pertaining to the awarded product. The 2021 Seal can be available for use upon approval of the application.



(Please observe the attached “HKHFA Quality Product Seal Usage Guideline”).



3. A Quality Product Seal Certificate will be awarded during HKHFA Anniversary Dinner tentatively scheduled in Oct 2021 (to be confirmed depending on the pandemic situation and social distancing policy).

Please kindly observe the attached application form and testing requirements for the criteria and qualification for application.

#### **Adjudication time frame and process**

<b>Time Frame</b>	<b>Process</b>
From now on until 11 Aug 2021	Open for application by member companies
Application submitted on/before the 15 <sup>th</sup> of each month will be reviewed within the same month. Otherwise, it will be reviewed in the following month.	1. Review and evaluation by the Quality Product Seal (QPS) Committee 2. Review and final approval by Council It normally takes 4 weeks for processing upon receipt of completed documents as requested.

The Quality Product Seal labels can be ordered through HKHFA. More details will be provided as soon as your application is approved.

HKHFA Council reserves the final decision right of approval of the Quality Product Seal application.

#### **Application**

For application, please fill in and send the attached application form together with the required documents and cheque payment to Secretariat at the following address :

Hong Kong Health Food Association Ltd. (QPS Application)  
P.O. Box 90674 Tsim Sha Tsui Post Office



For quicker processing, you can send a scan copy to Secretariat first by sending to email [sec@hkhfa.org](mailto:sec@hkhfa.org)

For any questions, please don't hesitate to contact Secretariat by email ([sec@hkhfa.org](mailto:sec@hkhfa.org)) or by phone 5269 7738 to Miss Selena Tse.

Thank you for your attention and we encourage and value your active participation in this Quality Product Seal Scheme.