

Dicey products to go

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The Ministry of Health has taken steps to ban all food products promoted through advertisements that include false information about their nutritional content.

A large number of such advertisements which give false details have been identified.

Agencies promoting such advertisements have already been called to the Ministry and have been cautioned about the gravity of the situation and have been warned that severe legal action will be taken if the advice was disregarded.

The Health Ministry official told reporters that the average consumer normally gets carried away and falls prey to such advertisements, which in the end leads him to discomforts including illnesses and monetary inconveniences.

Speaking further, the official said that the relevant products shall be subjected to serious tests to ascertain whether the products contain the nutrients and ingredients mentioned.

In the cases of milk products, such tests would be carried out to satisfy that the compositions declared are maintained, so that such advertisements can be used after receiving confirmation.

Courtesy: Daily Mirror Online