



Glossary 2016

Version 2016.1

Table of Contents

COVERAGE	1	CLAIMS	12
Asia-Pacific	1	ADDED CALCIUM	12
Europe	1	ALCOHOL-FREE	12
Latin America	1	ALLERGY TESTED	12
Middle East and Africa	1	ALL-NATURAL PRODUCT	12
North America	1	ANTI-ACNE	12
PRODUCT ANALYSIS	2	ANTI-AGEING	12
LAUNCH TYPES	2	ANTI-BACTERIAL	12
New Product	2	ANTI-CELLULITE	12
New Variety/Range Extension	2	ANTI-DANDRUFF	13
New Packaging	2	ANTI-HAIRLOSS	13
New Formulation	2	ANTIOXIDANT	13
Relaunch	2	ANTIPERSPIRANT	13
PRICE/CURRENCY	2	AROMATHERAPY	13
STORAGE	2	BABIES & TODDLERS (0-4)	13
Chilled	2	BOTANICAL/HERBAL	13
Frozen	2	BREATH FRESHENING	13
Shelf Stable	2	BRIGHTENING/ILLUMINATING	13
STORE TYPE	3	CAFFEINE-FREE	14
Specialist Retailer	3	CARBON NEUTRAL	14
Supermarket	3	CHILDREN (5-12)	14
Internet (inc. Mail Order)	3	CLEANSING	14
Salon	3	COBRANDED	14
Spa	3	COLLAGEN INCREASING	14
Department	3	CONVENIENT PACKAGING	14
Drug/Pharmacy	3	DAMAGED HAIR	15
Natural/Health Food	3	DERMATOLOGICALLY TESTED	15
Direct Selling	3	DIABETIC	15
Gourmet	3	DOCTOR BRAND	15
Mass Merchandise/Hypermarket	3	EASE OF USE	15
Convenience Store	4	ECONOMY	15
Club Store	4	ETHICAL – ANIMAL	15
PACKAGING	5	ETHICAL – CHARITY	15
Pack Type	5	ETHICAL – ENVIRONMENTALLY FRIENDLY PACKAGE	16
Pack Material	6	ETHICAL – ENVIRONMENTALLY FRIENDLY PRODUCT	16
Label Type	6	ETHICAL – HUMAN	16
Label Material	7	ETHNIC	16
Closure Type	7	EVENT MERCHANDISING	16
Closure Material	7	EXFOLIATING	16
Decorative Process	7	FEMALE	16
Production Methods	8	FIRMING	17
Neck Finish	8	FOR SENSITIVE SKIN	17
Other Neck Features	8	FRAGRANCE-FREE	17
Inserts	8	FUNCTIONAL	17
Applicators (mostly cosmetics products)	8	Functional – Beauty Benefits	17
Overcaps (fit over main closure)	9	Functional – Bone Health	17
Overwraps	9	Functional – Brain & Nervous System	18
Caps	9	Functional – Cardiovascular	18
Dispensers	10	Functional – Digestive	18
Carton Features	10	Functional - Energy	18
Other Features	11	Functional - Eye Health	18
Other information	11	Functional – Immune System	18
Definition of Primary vs. Secondary pack type	11	Functional – Other	18
Packaging Manufacturer	11	Functional - Skin, Nails & Hair	18
		Functional - Slimming	18
		Functional- Stress & Sleep	18
		Functional – Weight & Muscle Gain	19

FUNCTIONAL PET CLAIMS	19	PREMIUM	27
Functional Pet - Brain & Nervous System	19	PROTECTS AGAINST ELEMENTS	27
Functional Pet - Digestion & Urinary Tract	19	REDUCES DARK CIRCLES/PUFFINESS	27
Functional Pet - Eyesight	19	REDUCES FINE LINES/WRINKLES	27
Functional Pet - Heart & Cardiovascular System	19	REDUCES REDNESS	27
Functional Pet - Immune System	19	REDUCES THE APPEARANCE OF PORES	27
Functional Pet - Joints, Bones & Muscles	19	REFILL/REFILLABLE	27
Functional Pet - Skin & Coat	19	SEASONAL	27
Functional Pet - Slimming	19	SENIORS (AGED 55+)	28
Functional Pet - Teeth & Tartar Prevention	19	SILICONE FREE	28
Functional Pet - Other	19	SKIN DISORDERS	28
Functional Pet – Weight & Muscle Gain	19	SLIMMING	28
GLUTEN-FREE	20	SOCIAL MEDIA	28
GMO-FREE	20	STANOLS/STEROLS	28
GRADUAL SELF-TANNING	20	SULPHATE/SULFATE FREE	28
HALAL	20	TEENAGERS (13-17)	28
HIGH/ADDED FIBRE	20	TIME/SPEED	29
HIGH PROTEIN	20	TONING	29
HIGH SATIETY	21	UV PROTECTION	29
HOMEOPATHIC	21	VEGAN	29
HORMONE-FREE	21	VEGETARIAN	29
HYPOALLERGENIC	21	VITAMIN/MINERAL FORTIFIED	29
INNOVATIVE INGREDIENT	21	WATERPROOF	30
INTERESTING PACKAGING	21	WATER RESISTANT	30
KOSHER	21	WHITENING	30
LEAVE-IN	22	WHOLEGRAIN	30
LIMITED EDITION	22	CATEGORIES AND SUB-CATEGORIES	31
LONG-LASTING	22	FOOD AND DRINK	31
LOW/NO/ALLERGEN	22	ALCOHOLIC BEVERAGES	31
LOW/NO/REDUCED CALORIE	22	Beer	31
LOW/NO/REDUCED CARB	22	Brandy	31
LOW/NO/REDUCED CHOLESTEROL	22	Cider	31
LOW/NO/REDUCED FAT	22	Dark Rum	31
LOW/NO/REDUCED GLYCEMIC	23	Flavoured Alcoholic Beverages (FABs)	31
LOW/NO/REDUCED LACTOSE	23	Fortified & Other Wines	31
LOW/NO/REDUCED SATURATED FAT	23	Gin	31
LOW/NO/REDUCED SODIUM	23	Liqueur	31
LOW/NO/REDUCED SUGAR	23	Other Spirits	31
LOW/NO/REDUCED TRANS FAT	23	Tequila	31
MALE	23	Vodka	31
MATTIFYING	24	Whisky	32
MICROWAVEABLE	24	White Rum	32
MINERAL OIL/PETROLEUM FREE	24	Wine	32
MOISTURISING/HYDRATING	24	BABY FOOD	32
NO ADDITIVES/PRESERVATIVES	24	Baby Formula (0-6 months)	32
NO ANIMAL INGREDIENTS	24	Baby Formula (6-12 months)	32
NON-ACNEGENIC	24	Biscuits & Rusks	32
NON-COMEDOGENIC	25	Cereals	32
NOVEL	25	Fruit Products, Desserts & Yogurts	32
ODOUR NEUTRALISING	25	Growing Up Milk (1-4 years)	32
OIL FREE	25	Growing Up Milk (4+ years)	32
ON-THE-GO	25	Juices & Drinks	32
OPHTHALMOLOGICALLY TESTED	25	Other Baby Food	33
ORGANIC	25	Savoury Meals & Dishes	33
PARABEN FREE	25	Snacks	33
PET - ADULT	26	BAKERY	33
PET - JUNIOR	26	Baking Ingredients & Mixes	33
PET – SENIOR	26	Bread & Bread Products	33
pH NEUTRAL	26	Cakes, Pastries & Sweet Goods	33
PLUMPING	26	Savoury Biscuits/Crackers	33
PORTIONABILITY	26	Sweet Biscuits/Cookies	34
PREBIOTIC	26		

BREAKFAST CEREAL	34	OTHER BEVERAGES	40
Cold Cereals	34	Beverage Concentrates	40
Hot Cereals	34	Beverage Mixes	40
CARBONATED SOFT DRINKS	34	Meal Replacement & Other Drinks	40
CHOCOLATE CONFECTIONERY	34	PET FOOD	40
Chocolate Tablets	34	Cat Food Dry	40
Chocolate Countlines	34	Cat Food Wet	40
Individually Wrapped Chocolate Pieces	34	Cat Snacks/Treats	40
Non-Individually Wrapped Chocolate Pieces	34	Dog Food Dry	40
Other Chocolate Confectionery	34	Dog Food Wet	40
Seasonal Chocolate	35	Dog Snacks/Treats	40
DAIRY	35	PROCESSED FISH, MEAT, AND EGG PRODUCTS	41
Butter	35	Eggs & Egg Products	41
Cream	35	Fish Products	41
Creamers	35	Meat Products	41
Curd & Quark	35	Meat Substitutes	41
Drinking Yogurts/Liquid Cultured Milk	35	Poultry Products	41
Evaporated Milk	35	RTDs	41
Flavoured Milk	35	RTD (Iced) Coffee	41
Fresh Cheese & Cream Cheese	35	RTD (Iced) Tea	41
Hard Cheese & Semi-Hard Cheese	35	SAUCES AND SEASONINGS	41
Liquid Dairy Other	36	Cooking Sauces	41
Margarine & Other Blends	36	Dressings and Vinegar	41
Processed Cheese	36	Mayonnaise	42
Rice/Nut/Grain & Seed Based Drinks	36	Oils	42
Shortening & Lard	36	Other Sauces & Seasonings	42
Soft Cheese & Semi-soft Cheese	36	Pasta Sauces	42
Soft Cheese Desserts	36	Pickled Condiments	42
Soy Based Drinks	36	Seasonings	42
Soy Yogurts	36	Stocks	42
Spoonable Yogurt	36	Table Sauces	43
Sweetened Condensed Milk	36	SAVOURY SPREADS	43
White Milk	36	Dips	43
DESSERTS AND ICE CREAM	37	Meat Pastes and Pâtés	43
Chilled Desserts	37	Sandwich Fillers/Spreads	43
Dairy-Based Frozen Products	37	Savoury Vegetable Pastes/Spreads	43
Dessert Toppings	37	Yeast Extracts	43
Other Frozen Desserts	37	SIDE DISHES	43
Shelf-Stable Desserts	37	Noodles	43
Soy-Based Frozen Products	37	Pasta	44
Water-Based Frozen Products	37	Potato Products	44
FRUITS AND VEGETABLES	37	Rice	44
Fruit	37	Stuffing, Polenta & Other Side Dishes	44
Vegetables	37	SNACKS	44
HOT BEVERAGES	38	Bean Based Snacks	44
Coffee	38	Cassava & Other Root Based Snacks	44
Malt & Other Hot Beverages	38	Corn Based Snacks	44
Tea	38	Fruit Snacks	44
JUICE DRINKS	38	Hors d'oeuvres/Canapés	45
Fruit/Flavoured Still Drinks	38	Meat Snacks	45
Juice	38	Nuts	45
Nectars	38	Other Snacks	45
MEALS AND MEAL CENTRES	38	Popcorn	45
Instant Noodles	38	Potato Snacks	45
Instant Pasta	39	Rice Snacks	45
Instant Rice	39	Snack Mixes	45
Meal Kits	39	Snack/Cereal/Energy Bars	45
Pastry Dishes	39	Vegetable Snacks	46
Pizzas	39	Wheat & Other Grain Based Snacks	46
Prepared Meals	39	SOUP, WET AND DRY	46
Salads	39	Dry Soup	46
Sandwiches/Wraps	40	Wet Soup	46

SPORTS & ENERGY DRINKS	46	DISHWASHING	53
Energy Drinks	46	Dishwasher Care	53
Sports Drinks	46	Dishwashing - Automatic	53
SUGAR & GUM CONFECTIONERY	46	Dishwashing – Hand	53
Boiled Sweets	46	Rinse Aid	53
Gum	46	FABRIC CARE	54
Liquorice	47	Automatic Detergents	54
Marshmallows	47	Bleach/Fabric Brighteners	54
Medicated Confectionery	47	Conditioners & Softeners	54
Mixed Assortments	47	Fabric Fresheners/Moth Repellents	54
Other Sugar Confectionery	47	Hand Detergents/Shampoos	54
Pastilles, Gums, Jellies and Chews	47	Ironing Aids	54
Standard & Power Mints	47	Stain/Spot Removal	54
Sticks, Liquids & Sprays	47	Upholstery/Carpet	54
Toffees, Caramels and Nougat	47	Washing Machine/Iron Care	54
SWEETENERS & SUGAR	48	FRAGRANCES	54
Artificial Sweeteners	48	Men's Fragrances	54
Other Natural Sweeteners	48	Unisex Fragrances	54
Sucrose	48	Women's Fragrances	54
SWEET SPREADS	48	HAIR PRODUCTS	55
Caramel & Cream Spreads	48	Conditioner	55
Chocolate Spreads	48	Hair Colorants	55
Confiture & Fruit Spreads	49	Hair Styling	55
Honey	49	Hair Treatments	55
Nut Spreads	49	Shampoo	55
Syrups	49	HARD SURFACE CARE	55
WATER	49	All-Purpose/Multi-Purpose Surface Care	55
Flavoured Water	49	Bath, Shower & Tile Care	55
Water	49	Bleach/Disinfectant	55
NON-FOOD	50	Drain Care	55
AIR CARE	50	Floor Care	56
Candles	50	Furniture Care	56
Non-Powered Air Fresheners	50	Glass Care	56
Powered Air Fresheners/Deodorisers	50	Household Appliances Care	56
CLEANING EQUIPMENT	50	Kitchen Care	56
Shoe Care	50	Metal Cleaners	56
Sponges, Mops, Dusters & Dry Cloths	50	HEALTHCARE	56
COLOUR COSMETICS	50	Allergy Relief	56
Body Colour Cosmetics	50	Anti-Fungal	56
Eye Colour Cosmetics – Eye Brow	50	Antiseptic Treatments	56
Eye Colour Cosmetics – Eye Lash	50	Contraception & Sexual Health	56
Eye Colour Cosmetics – Eye Liner	51	Decongestive, Cough, Cold & Flu Relief	56
Eye Colour Cosmetics – Eye Shadow	51	Digestive & Detoxifying Treatments	56
Face Colour Cosmetics – Blush	51	Ear, Eye & Mouth Care	56
Face Colour Cosmetics – Bronzer	51	Oral Rehydration	57
Face Colour Cosmetics – Concealer	51	Pain Relief	57
Face Colour Cosmetics – Foundations/ Fluid Illuminators	51	Personal Insect Treatments/Repellents	57
Face Colour Cosmetics – Powder	52	Plasters & Bandages	57
Face Colour Cosmetics – Primer	52	Skin Conditions	57
Lip Colour Cosmetics – Lip Colour	52	Sleep Aids	57
Lip Colour Cosmetics – Lip Liner	52	Smoking Cessation	57
Multi-Use	52	Stimulants	57
Nail Colour Cosmetics	52	Test Kits	57
DEODORANTS	53	Vitamins & Dietary Supplements	57
Deodorants	53	Other Healthcare	57
DIAPERS & FEMININE HYGIENE	53	HOME STORAGE	58
Diapers	53	Bags & Containers	58
Feminine Hygiene Products	53	Disposable Plates & Cups	58
Incontinence Products	53	Wraps & Foils	58
Pads	53	ORAL HYGIENE	58
Tampons	53	Dental Ancillaries	58
Wipes	53	Mouthwash	58
		Toothbrushes	58

Toothpaste	58	TEA	67
PAPER PRODUCTS	58	STOCKS	67
Facial Tissue	58	VARIETY PACKS/SETS	67
Kitchen & Multi-Purpose Paper	58	FREE GIFTS	67
PEST CONTROL	59	SPECIALISED NUTRITION	68
Dust Mites	59	FMPs (FOODS FOR MEDICAL PURPOSES)	68
Insect Killers/Repellents	59	PERFORMANCE NUTRITION	68
Rodenticides	59	WEIGHT MANAGEMENT	68
PET PRODUCTS	59	INFANT NUTRITION	68
SHAVING AND DEPILATORIES	59	FLAVOURS AND FRAGRANCES	69
Depilatory Products	59	FLAVOUR UNAVAILABLE	69
Razors	59	UNFLAVOURED	69
Shaving Preparations	59	FRAGRANCE UNAVAILABLE	69
SKINCARE	59	UNFRAGRANCED	69
Body Care	59	TEXTURES (FOOD & DRINK)	70
Eye Care	59	AIRY	70
Eye – Cleansers	59	CARBONATED	70
Face/Neck Care	60	CHEWY	70
Foot Care	60	CHUNKY	70
Hand/Nail Care	60	COARSE	70
Lip Care	60	CRUMBLY	70
Nail Enamel Removers	60	CRUNCHY	70
Sets	60	DENSE	70
Sun – After Sun	60	GELLED	70
Sun – Self-Tanning	60	HARD	70
Sun – Sun/Sunbed Exposure	60	GRANULAR	70
SOAP AND BATH PRODUCTS	60	JUICY	70
Bar Soap	60	LIGHT	70
Bath Additives	60	LIQUID	70
Liquid Soap	60	MELT	70
Shower Products	61	MOIST	70
TOILET CARE	61	POWDERY	70
Toilet (Bowl) Cleaners	61	PULPY	70
Toilet (Bowl) Fresheners	61	SMOOTH	70
FORMAT FIELD	62	SOFT	70
BABY FORMULA	62	SPONGY	70
CHEESE	62	SPREADABLE	70
COFFEE	63	STICKY	70
DAIRY DRINKS	63	SUPPLE	70
DEODORANTS	63	TENDER	70
DISHWASHING-AUTOMATIC	64		
FABRIC CARE – AUTOMATIC DETERGENTS	64		
GUM	64		
HEALTHCARE	65		
ICE CREAM	66		

Coverage

The GNPD monitors new product activity in the following markets which are categorised by regions:

Asia-Pacific

(Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Myanmar, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam)

Europe

(Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey, UK, Ukraine)

Latin America

(Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Peru, Puerto Rico, Venezuela)

Middle East and Africa

(Egypt, Iran, Israel, Morocco, Nigeria, Saudi Arabia, South Africa, UAE)

North America

(Canada, US)

Product Analysis

Launch types

All GNPD records are assigned a Launch Type. Some Launch Types are dependent on the **Brand** field, which is used to document a product range or line of products.

Each country's brand activity is treated independently, so if a range of products exists in the USA, any brand activity in France is treated independently.

New Product

This launch type is dependent on the **Brand** field. It is assigned when a new range, line, or family of products is encountered. This launch type is also used if a brand that already exists on GNPD, in one country, crosses over to a new sub-category.

New Variety/Range Extension

This launch type is dependent on the **Brand** field. It is used to document an extension to an existing range of products on the GNPD.

New Packaging

This launch type is determined by visually inspecting the product for changes, and also when terms like New Look, New Packaging, or New Size are written on pack.

New Formulation

This launch type is determined when terms such as New Formula, Even Better, Tastier, Now Lower in Fat, New and Improved, or Great New Taste are indicated on pack. We do not look at the ingredient list to determine a new formulation.

Relaunch

This launch type is determined when specified on pack, via secondary source information (trade shows, PR, websites, and press) or when a product has been both significantly repackaged and also reformulated. If a product is reformulated AND repackaged then this launch type is selected.

Price/Currency

This information is supplied by our field associates and reflects how much they paid for the product. For data from non-shopper sources, we document the reported price on the source. If the price is not available it is left blank.

Storage

This field displays how the product is meant to be stored, and how it appears on the retailer's shelf. It is very rarely used for non-food products.

Chilled

Used for foods that need refrigeration.

Frozen

Used for foods that need sub-chilled storage.

Shelf Stable

Used for non-perishables that can be stored at room temperature. For products that require other storage methods (or recommendations) AFTER opening, Shelf Stable is still selected since it is its original storage method.

When no storage instructions are indicated, Shelf Stable is the default option.

Store Type

This field is used to identify in which type of store the shopper bought the product. It is also used with secondary data to indicate where the product will be available.

Specialist Retailer

Stores that do not fit any of our classifications, such as: pet supply stores/pet stores, liquor stores and hardware stores.

Supermarket

Also known as a grocery store, a supermarket is a departmentalized self-service store offering a wide variety of food and household merchandise. These stores are smaller than Hypermarket/Mass Merchandise stores, while offering more diversity than convenience stores. Examples include: Jewel, Safeway, Kroger, H-E-B (USA); Pao de Acucar, Carrefour, Día (Latin America); Tesco Metro, Co-op, Aldi (Europe).

Internet (inc. Mail Order)

This option is used to identify products available through on-line (web-based) retailers or through mail order catalogues. Examples include: sephora.com, Pea-pod (on-line supermarket US), drugstore.com, etc.

Salon

Also known as a beauty salon, these outlets offer professional hair and nail services. Products available in these outlets include niche or non-mass merchandise shampoos, styling products, and nail care products.

Spa

A Spa is defined as beauty salons that offer spa treatments such as massages, facials, relaxation treatments, and water treatments. Products covered in these outlets include premium skincare treatments.

Department

Large establishments that sell a wide variety of merchandise, organized into different departments, including apparel, electronics, furniture, and most importantly for the GNPD, confectionery, cosmetics, and fragrances. Examples include: Macy's, Saks Fifth Avenue, Nordstrom (US); and Harrod's, Galeries Lafayette, Selfridges (Europe).

Drug/Pharmacy

Also known as pharmacies, parafarmacies, apothecaries, and chemists, these stores specialise in non-food products with a strong emphasis on personal care products, and prescription and over-the-counter (OTC) medications. This store type includes smaller independently owned pharmacies. Examples include Walgreen's, CVS, Rite Aid (US); Boots, Superdrug, Apotek 1 (Europe).

Natural/Health Food

They are defined as stores that specialise in organic produce and products with the least amount of artificial ingredients. Certain retail outlets specialise in vitamins and dietary supplements. Examples include: Whole Foods, GNC, Holland & Barrett, and Fresh & Wild (US and Europe).

Direct Selling

Also known as multi-level marketers (INTERNAL ONLY), this retail model's sales are driven through sales representatives with few or no retail outlets. Examples include: Avon, Yves Rocher, Jafra, Mary Kay, and Shaklee.

Gourmet

Includes stores that specialise in hard-to-find, imported, premium and speciality ingredients. Often these outlets are small, independently owned stores.

Mass Merchandise/Hypermarket

Defined as large (typically 14000 sq. m./150,000 sq. ft.) outlets that specialise in a large selection of food and non-food products. Also known as superstores they are typically found in suburban areas due to the space required. Examples include: Wal-Mart, Target, K-mart (US); Tesco Extra, ASDA, Carrefour (Europe).

Convenience Store

These stores specialise to “on-the-go” consumers and are smaller than traditional supermarkets. This store type includes neighbourhood shops as well as off-licences. Example of chains include: 7-Eleven, Circle K (US); Tesco Express, Sainsbury’s Local, off-licenses (Europe). This also includes petrol forecourts.

Club Store

Also known as warehouse clubs, these are defined as large retail establishments where customers pay membership fees to shop. These outlets keep prices low by offering bulk merchandise. Stores include: Costco (US, Canada, UK); Sam’s Club (US and Canada); BJ’s Wholesale Club (US); Makro (Europe, Latin America).

Packaging

Pack Type

Aerosol – pressurised container (often made from aluminium) with dispensing neck fitting. Metal ones are usually litho printed.

Bag – sealed flexible packs (often with handles). Often hold a number of smaller primary packs

Blister card – thermo-formed plastic container with a board seal closure type

Blister pack – thermo-formed plastic container with a seal closure type of any material other than board

Bottle – body significantly larger than closure e.g. smaller neck (product will probably be poured out or bottle upturned)

Can – cylindrical/oval/rectangular metal container (2 or 3-piece metal) either with a metal seal or a ring-pull closure

Carton – collapsible plastic or board box-like container, usually constructed from a flat sheet that is folded and glued into shape

Case – small rigid container often with hinged cap or push button dispenser e.g. make-up compact, dental floss, sweeteners

Clam-pack – hinged thermo-formed pack (most are reclosable)

Composite – multi layer solid board structures, usually cylindrical spirally-wound and often having a replaceable top or cover

Flexible – pack made of flexible or easily yielding materials (e.g. plastic film, paper, foil)

Flexible sachet – flexible packs with sealed (crimped like) edges, often with a notch for tearing open (often single serve)

Flexible stand-up pouch – self-standing flexible pack with either a flat or gusseted base

Flexible stick-pack – slim, single-serve 'stick-shaped' flexible, possibly with a seam (e.g. sugar, coffee)

Jar – usually has a threaded neck that is not much (if at all) narrower than the body (product will probably be spooned out). May also have a stopper closure in a few instances, without a threaded neck

Miscellaneous – describes a pack type that may not have been produced or seen before and does not fit within the description of one of the other pack types listed

Rigid box – any non-collapsible box of hard material (e.g. wood, metal, cardboard, plastic). Will often have some type of cap/lid closure (could be hinged)

Skinpack – tough plastic film bonded all around and pulled tight over product (can include a board backing)

Sleeve – open-ended carton (often with a tray insert) or flat board pack with flap closure

Tottle – a bottle that is designed to be stored 'upside down'.

Tray – a shallow open-topped container (e.g. board, aluminium foil, wood or plastic)

Tub – container which has a press on cap (e.g. ice cream, margarine) or peel-off seal (e.g. yogurt)

Tube – three types: extruded e.g. toiletries tube; cylindrical tube e.g. lipstick; laminated tube e.g. toothpaste tube

Pack Material

Board brown-Kraft lined – board has a light brown coloured pulp lining, which could be on the inside or outside
 Board foil lined – lined with foil (inside or out)
 Board mirror finish – glossy highly reflective finish/cast coated
 Board plastic lined – lined with plastic (inside). To be used when the inside of a board pack is lined with plastic and in direct contact with a food product
 Board unlined – board without lining (one single-layered sheet)
 Board white lined – white lining (inside or out)
 Corrugated 1-sided – edges have exposed flutes
 Corrugated 2-sided – double-sided liners (flutes between liners)
 Foil – aluminium foil only
 Glass coloured
 Glass plain – clear glass
 Metal aluminium – non-magnetic
 Metal steel (tin plate) – magnetic
 Metallised film – metallic plastic flexible (can be seen through when held up to the light and does not crease when folded - springs back into shape)
 Miscellaneous – describes a pack material that may not have been produced or seen before and does not fit within the description of one of the other pack materials listed
 Multi laminate – laminated material made with more than one material/layer (creases when folded)
 Multi layer board – e.g. drinks cartons (Tetra Pak, Combibloc, Elopak etc.) and composites
 Paper foil lined – lined with foil (inside or out)
 Paper mirror finish – glossy highly reflective finish/cast coated
 Paper plain – paper without lining (one single-layered sheet)
 Paper plastic lined – lined with plastic (inside or out)
 PLA (polylactic acid) – a biodegradable material with a plastic appearance
N.B. - the plastic materials have their own associated numbers, which are often presented on the pack inside a triangle
 Plastic HDPE (no.2)
 Plastic LDPE (no.4)
 Plastic PE - select if HDPE or LDPE is unknown
 Plastic PET – no.1 (does not turn white when creased)
 Plastic PP – no.5
 Plastic PS – no.6
 Plastic PVC – no.3
 Plastic other – no.7
 Plastic unspecified – to be used if the plastic type is not marked on the pack
 Solid white board – white board with no lining (white all the way through)
 Wood

Label Type

In-mould – always on plastic (label is moulded into the plastic container during the moulding process. It has an edge that cannot be peeled from the pack and often a 'bobbly' surface finish)
 Label leaflet – label with added information to be peeled open or unfolded
 Plain – applied with glue (the label has no stick of its own), difficult to remove from pack without breakage
 Self-adhesive – remains sticky when removed from pack (the actual label is sticky to start with)
 Shrink-sleeve – shrunk to fit pack through a heating process (will have same shape as the pack). Mostly made in PVC
 Stretch sleeve – one-piece label stretched and then released to fit around inserted pack (no glue involved)
 Wraparound – glued all the way around pack or just in one place, but overlaps

Label Material

Board
Foil
Metal
Metallised film – metallised plastic
Paper
Plastic

Closure Type

Cap – fits on to the neck of a pack (remains on pack to open and close)
Clip – metal or plastic clips that seal some food packs (e.g. bread and pâté)
Dispenser – features a mechanical device for providing the product (e.g. pumping, spraying, foaming)
Ring-pull – metal or plastic rings/tabs to break a seal
Seal – airtight layer that has to be removed to retrieve product (e.g. yogurts and cold meats)
Stopper – similar to a plug or bung e.g. cork
Zip – metal or plastic zip strip

Closure Material

Board
Cork
Foil
Glass
Metal
Multi – closure involving more than one material (e.g. plastic topped cork stopper)
Multi laminate -e.g. yogurt pot seals
Paper
Plastic

Decorative Process

Embossing – raised design or lettering made by embossing the surface of the material or object.
Indent can be seen on inside of pack
Flexo – halo effect around print
Foil blocking – shiny foil imprinted on pack (crimped edges)
Gravure – sawtooth edged print (often on flexible packs)
Holographic – reflects the colours of the spectrum when moved in various angles
Litho – smooth, straight edged print (often on board and paper)
Metallised – non-metallic materials treated to give a metallic appearance
Self-colour – plastic pack made from one solid colour (non-transparent)
Silk screen – raised print, high quality and clear, bright colours
Soft touch – material has a soft, rubber-like feel
Thermochromic – changes colour under heat

Production Methods

2-piece metal – can/aerosol/box with two separate pieces (top and body)

3-piece metal – can/aerosol/box with three separate pieces (top, body and base)

Blown glass – shaped glass formed in a mould

Extruded – tubes are cut to size from a continuous length of cooling circular molten plastic and printed

Extrusion blow plastic – visible cross-section on bottom of bottles and tubes

Injection blow plastic – bubble/dome at the centre of the bottom of a bottle

Injection mould plastic – has a sharp point where the mould has been broken off (could be anywhere on pack and not just in the centre. Could also be more than one mark)

Laminated – for multi laminate tubes made from up to nine different layers. They are flat folded and sealed into a tube shape with added flux (visible line down length of tube)

Spirally wound composite – board wound around a cylinder at an angle to create cylindrical packs

Thermo-forming – plastic shaped around a mould, which leaves a smooth surface and no obvious production markings

Tubular glass – tubular-shaped glass 25mm or less in diameter (e.g. vials, ampoules)

Neck Finish

Crimp-on – metal folds over the ridge of the neck, irremovable without a tool e.g. beer bottle (needs a bottle opener to remove crimp-on cap)

Press in – presses into the neck (bung or stopper)

Press on – sits on or presses on to neck (without a bead or lip to clip on to)

Press on bead – cap that clicks or clips on to a lip or bead. Some are designed to be more removable, such as on a yogurt pot. Others are more secure like those on shampoo bottles

Roll-on fitment – for all roll-on products with a roller ball

Roll-on pilfer proof – metal cap folded around the neck with tamper-evident strip (shape of neck thread is visible on cap)

Screw-thread – screws/unscrews on to or from a neck

Other Neck Features

Angled neck – features a slight angle to aid with the dispensing of product (972577)

Duck neck – similar to the above, but has a curved shape that resembles a ducks head (983768)

Inserts

Board carton – board holder that keeps inner pack steady

Board corrugated – extra corrugated liner to hold inner pack

Expanded foam PS – resembles styrofoam (polystyrene), rigid

Expanded foam PU – similar to sponge

Microflute – usually white in colour this is a thin corrugated board to help protect primary packs – very common in cosmetics packs

Paper corrugated – acts as an extra protective layer (e.g. chocolate boxes)

Plastic – rigid plastic that holds inner pack in place

Textile covered – e.g. an insert covered in a woven cloth

Thermo-formed coloured – coloured plastic inner holder with no visible production marks (smooth surface)

Thermo-formed flock – resembles velvet on moulded plastic

Thermo-formed plain – clear plastic inner holder with no visible production marks (smooth surface)

Applicators (mostly cosmetics products)

Brush

Puff – used with dry powders, a disc or pad with a soft feeling

Sponge – used with creams or non-powder products this applicator has a more coarse feeling than a puff applicator

Overcaps (fit over main closure)

Metal shroud
Metallised
Press-on
Screw-on

Overwraps

Fabric – a textile wrap often used over the caps on jam jars
Foil – often used around the necks of bottles of alcoholic beverages
Paper – a paper sheet laid over the cap, often on jam jars
Viscose – like a shrink sleeve, but of a tougher material and often with a tear-strip opening

Caps

Bore seal – a two-piece cap with an inner plastic fitting to provide a secure, non leak seal (not widely used)
Brush applicator wand – extended stick on the underside with a brush tip
Child resistant – safety feature used on pharmaceutical products (usually incorporated into the cap)
Crown – a metal, crimped-on cap mainly used on beer bottles
Dosing – measures out a precise amount of the product (e.g. mouth wash)
Double walled – the cap has two walls of plastic
Dropper – has a squeezable “button” at the top, which sucks the product into a tube on the underside
Flip-top – one-piece cap that flips open and closed
Hinged – separate to body of pack or with built-in hinges to open and close
Inner board liner – board disc on the inside of the cap to aid in protecting the product
Inner foam wad - foam disc on the inside of the cap to aid in protecting the product
Measuring – features liquid measurement marks (e.g. laundry detergent)
Push button – features an area to be pressed to unlock and open the cap
Push-pull – pull-up to dispense product and push down to close (e.g. washing-up liquid)
Rocker - “rocks” up and down to open on a central point to dispense product
Safety button – uses a vacuum when sealed and “pops” up when pack is opened
Shaker – has perforated holes from which to sprinkle product (e.g. talcum powder, herbs)
Sponge applicator wand - extended stick on the underside with a sponge tip
Twist and turn – rotates to lock and unlock to dispense product

Dispensers

Dial - a dial is used to determine the amount of product dispensed or to mix liquids from two compartments (see 686508)

Dish – a small dish features at the top of the dispenser into which the liquid flows when the container is squeezed. The dish measures out a precise amount of product. Not widely used

Dispensing nozzle

Foaming – foams the product (e.g. shaving foam in an aerosol)

Grinder – a rotating grinder used on herb products and peppercorns

Lockable (on/off) – features a system that locks the dispenser in some way to prevent accidental usage

Novelty – as seen on confectionery products

Powder sieve – used for cosmetics powders this is similar to a shaker cap and the powder is shaken on to a sponge applicator

Puffer – usually on cosmetics products a sponge-like puffer is attached through which a powder is to be squeezed

Pump – usually used for thicker liquids, creams and gels

Spray – provides a constant dispensing of spray if held down

Squeeze & brush – often used on cosmetics pens. Squeeze the pen/tube to dispense the product through a built-on brush tip

Trigger spray – has a gun-like trigger, which releases a certain amount of spray in one squeeze

Twist-up – this features on some cosmetic pens that hold a liquid. A twisting tool on one end pushes the product up through the pen, usually on to a brush tip applicator

Carton Features

Click-top – cartons with an extra tab that clicks when lid is closed

Crash-lock – self-locking base on carton involving two glued interlocking sections

Glued ends – both ends of the carton are sealed with glue

Hand-lock – manual-locking closure on carton (often on base) with no glued sections involved

Lid & tray – a two-piece container with a top and base that are designed to fit together (usually with a press on lid)

Pillow-pack – a carton that folds by hand on each curved end and is shaped like a pillow

Reverse tuck-in – ends of carton tuck-in on opposite sides or in opposite directions

Tray & sleeve – tray with outer sleeve (e.g. similar to a match box)

Tuck-in – ends fold in on the same side

Tuck-in slot – tab tucks into slot (often for reclosure after opening e.g. cereal cartons)

Other Features

- Braille – writing for the blind embossed into a pack
- Collation pack – a multi-pack of products held together
- Concealed magnet closure – often used in rigid boxes that usually have a flip-over top
- Eating utensil included – spoon or fork included with “on-the-go” foods
- Handle (built-in) – a separate piece of plastic added into a pack for pouring or carrying
- Handle (integrated) – the handle is engineered as part of the pack (not separate)
- Glued ends – glue used on each end of a pack to seal it (e.g. paper packs of soap bars)
- Moulded/tactile grip – these are moulded into the pack, either shaped to fit fingers or “bobbles” to create a non-slip surface (e.g. shower gel bottles)
- Multi compartment – often used to separate different ingredients or parts of ready meals etc.
- Perforated opening – very common on board packs (e.g. blister cards)
- Piggy-back label – a two-layered label used to include lots of ingredients or product information in a smaller space
- Plastic shive – a plastic disc that sits over cosmetic products or creams for protection
- Pop-up opening – mainly used for tissues and wipes
- Pouring spout – can either be fitted on to the neck of a bottle or some are fitted to cartons to aid with dispensing
- Pressure release valve – a small disc valve used to release pressure from packs that hold certain products that expand or explode over time (e.g. coffee)
- Slimline can – narrower cans, usually of 240 or 250ml
- Snap-off opening tab – common on caps to provide tamper evidence (e.g. tubs of pasta sauce)
- Tamper-evident – a seal/closure that has to be broken in some way before you can get the product from the pack (no need to use for glued containers or flexible packaging, but just when a closure has particularly been designed to be tamper-evident. For example a ring that has to be broken on a plastic cap)
- Tear-strip opening – a strip that runs around a pack for easy of opening (e.g. flexible packs of biscuits)
- Vacuum sealed – packed with no air inside
- Visi-strip – a see-through strip to check the level of product remaining
- Window (cut-out)
- Window (plastic)

Other information

Additional pack information that has not been covered in a drop-down or selection list will be added here.

This ensures that every aspect of the pack detail has been covered and allows us to describe any new or innovative features that may not have been seen before.

Definition of Primary vs. Secondary pack type

Primary – the primary pack is the pack that is closest to the product.

Secondary – the secondary pack is the outer pack or that which holds the primary pack

Packaging Manufacturer

Since October 2003 it is possible to search for records where the packaging has been supplied by key European packaging manufacturers, as shown in the drop down menu. Countries covered include: UK, France, Italy, Germany, Spain, Portugal, the Netherlands, Belgium, Denmark, Sweden, Norway, Austria, and Switzerland. Since April 2004, GNPD-packaging also identifies packages from Tetra Pak, SIG Combibloc and Elopak on a global basis. From May 2004, global coverage has been extended to include International Paper. The manufacturers listed are those of the main component of the packaging (primary as well as secondary). Manufacturers of closures, labels, etc. are not recorded, as those components only very rarely feature a packaging symbol or punt mark, which is the criteria Mintel uses to determine the relevant packaging company.

Claims

Added Calcium

Food and Non-Food. This claim is selected when a product is fortified or enriched with calcium. Look for terms on pack like fortified with calcium, with added calcium, calcium fortified, or any term that implies that calcium was added to the product. When a product states that it's a good source of calcium or provides all the daily-recommended allowance of calcium, this does not mean that it was fortified.

Alcohol-Free

Non-Food. Denotes a product is free from alcohol. Only used where the terms 'no alcohol', 'free from alcohol', 0% alcohol or 'alcohol-free' appear on-pack.

Allergy Tested

Non-Food. This claim should be used when a pack specifically indicates that the inner product has been 'allergy tested'. It is also used where a product has been certified by Allergy or Asthma and Allergy Associations. Although it is similar, it should not be confused with the **Hypoallergenic** claim (such products will claim on-pack to be 'hypoallergenic').

All-Natural Product

Food and Non-Food. This claim is used when a product clearly states that it is all-natural. Also used with the following on-pack terms—Ayurvedic, 100% natural, or completely free from artificial ingredients. Products that claim to be made with natural ingredients, are not necessarily all natural and in this case do not use this claim.

Anti-Acne

Non-Food. Used for medicated anti-acne preparations, products suitable for acne-prone skin, and products that specify an anti-acne effect. Anti-acne drugs are medicines that help clear up pimples, blackheads, white heads, spots, comedones, 'blemishes' (non-pigment related) and more severe forms of acne. Products that just claim to "unclog pores" "remove excess sebum" "cleanse pores" etc. are not necessarily anti-acne products. Includes skin care (facial & body) products, some medicated, anti-bacterial shower products, and healthcare products (packaged medications and vitamins).

Anti-Ageing

Food and Non-Food. Products that have a positive and lasting effect on slowing down skin ageing, to reduce wrinkles, fine lines, and firm/lift facial skin or leave skin looking 'youthful'. *Body Care* products that claim to firm skin might not have anti-ageing properties (the products must state anti-ageing on pack to use this claim). Mostly skincare products, but includes Healthcare products such as vitamins and dietary supplements (again references to anti-ageing must be present on pack).

Anti-Bacterial

Food and Non-Food. Used when the term anti-bacterial is listed on pack. Also used with the following terms: hygienically clean, germicide, kills germs, anti-microbial, bactericide, inhibits bacterial growth, and kills odour causing bacteria.

Anti-Cellulite

Non-Food. Includes products that treat cellulite, uneven dimpling or "orange peel" skin. Includes skin care, toiletries and healthcare products such as vitamins and dietary supplements.

Anti-Dandruff

Non-Food. Used for products that claim to treat dandruff, seborrhoea, and seborrheic dermatitis. Not used for products that claim to treat a dry flaky scalp or moisturise the scalp unless it states dandruff, seborrhoea, or seborrheic dermatitis. Mainly for use with hair products.

Anti-Hairloss

Non-Food. Used with products that retard or delay hair loss, thinning of the hair, or claim to help regrow hair because of unwanted loss from the scalp. Common terms are: alopecia, baldness, male pattern baldness, minoxidil, Rogaine, etc. This claim is not used for products that reduce/eliminate hair fall as a result of breakage.

Antioxidant

Food and Non-Food. This claim is used when a product possesses antioxidant properties. Assigned when the term antioxidant appears on pack or in press material. Also used when a product is claimed to inhibit free-radicals or prominently contains Co-Enzyme Q10 (CoQ10).

Antiperspirant

Non-Food. Used when the term antiperspirant/antitranspirant appears on products. Most commonly this claim will be associated with deodorants, but NOT every deodorant has antiperspirant properties. May also be seen in foot care and some skincare products.

Aromatherapy

Non-Food. Used when the term is used on pack. Also used when a product claims to relax, invigorate, or have an altering effect on the senses or well-being *because of its aroma*. The therapeutic effects are most commonly associated with the use of plant extracts or essences so the *Botanical/Herbal* claim may be necessary. The claim is usually associated with skincare, bath additives, and air care products.

Babies & Toddlers (0-4)

Food and Non-Food. This claim is used when a product is intended for babies. Common products include baby wipes, skincare products and certain medications.

Botanical/Herbal

Non-Food. This claim implies that a product contains ingredients that are derived from plant material (usually plants, flowers, herbs, and algae). Flavours are not to be confused with actual plant extracts like mint flavoured toothpaste. Unless it contains actual mint extracts it doesn't require this claim. This claim is used with the *Healthcare – Vitamins & Dietary Supplements* sub-category. Not used with terms like Cashmere or Silk extracts because they are not plant materials: cashmere is fur and silk is produced by silk worms.

Breath Freshening

Food and Non-Food. Includes products that claim to have a refreshing effect on the breath. Most commonly found in the *Oral Hygiene* category, but can also be found in confectionery and pet food/treats. Also selected for products that claim to remove odour-neutralising bacteria or bad breath germs.

Brightening/Illuminating

Non-Food. Products featuring on-pack claims to 'brighten', 'illuminate', or add radiance/shine to the skin, eyelashes, lips or hair, without whitening or bleaching. If product claims to brighten or illuminate by whitening/bleaching then only the **Whitening** claim is used.

Caffeine-Free

Food and Non-Food. This claim is used when on-pack terms highlight that the product is caffeine-free, including references such as free from caffeine, no caffeine, uncaffeinated and caffeine-free. Tea products may be listed as theine-free, which is a word specifically for caffeine found in tea. Also used for the terms decaffeination, decaffeinated or decaf. The claim is not used for products marketed as having a low caffeine content, reduced caffeine content or half-caff products.

Carbon Neutral

Food and Non-Food. This claim should be ticked for products that have been manufactured without producing carbon emissions or where the manufacturer has offset all of the carbon emissions used in the production of the product. Carbon neutral is the process of balancing the carbon emissions released into the atmosphere by an activity with the carbon absorbed by that activity so that there are net zero carbon emissions produced by the activity. This is usually achieved by increasing efficiency and by carbon offsetting.

Children (5-12)

Food and Non-Food. This popular claim is used when a product is meant for use by children or for children. This claim is also dependent on presentation and format, such as child-inspired graphics like cartoon characters, bright colours, and/or pictures of children, or particular language like “great in lunch boxes.”

Cleansing

Non-Food. This claim indicates that a product is either a cleanser (to remove makeup, dirt or impurities from the skin), or that it has cleansing properties for the skin only. Must specify ‘cleanser’, ‘cleansing’, ‘cleansed’, ‘cleanse’, ‘cleanses’ or ‘cleans’ on pack. *This does not include Haircare or Soap & Bath Products, as this is already implied by the categories themselves.*

Cobranded

Food and Non-Food. This claim highlights that the product carries two or more consumer brand names, which may or may not be owned by the same company. It is most common when a branded ingredient or component is included in another product, e.g. Kellogg brand cereals used in a Müller twin-pot yogurt. Another example is the use of Splenda brand sweetener in juices like Welch’s fruit juice. Both brands must be visible on the front of the pack. Not selected with joint ventures like Nestlé/General Mills cereal partners.

Collagen Increasing

Non-Food. Relates to products that claim to increase the levels of collagen in the skin, lips or nails, notably to improve/prevent skin wrinkles and laxity and improve nail quality. Product must be openly marketed as increasing, stimulating or promoting the production of collagen levels/collagen synthesis in the body – not that they simply contain collagen.

Convenient Packaging

Food & Non-Food. Products where the packaging of the product specifically has been designed for ease of use and convenience. It must be clearly stated on pack what is convenient about it and must only relate to the actual packaging, not the product itself. Examples would be ketchup bottles with the lid on the base, resealable packaging, and hanging hooks on shower gel bottles (as long as the text on pack states it has been designed this way for convenience).

Damaged Hair

Non-Food, mainly in the **Haircare** category. Used when the term damaged or harmed hair appears on pack. Also used when the product claims to repair hair and with words like: broken, split, stressed, distressed, etc.

Dermatologically Tested

Food and Non-Food. Used when the term dermatologically tested, approved, or formulated with/by a dermatologist or dermatologist recommended appears on pack. Not used if doctor tested or allergy tested or dermatologist recommended appear on pack. This claim is usually found on the back of cosmetics, toiletries, some washing detergents, dishwashing detergents and first aid products.

Diabetic

Food and Non-Food. This claim is used when the pack specifically states that it is suitable for diabetics. Some non-food products may also be targeted to diabetics; e.g. skincare products that are specifically indicated for diabetes sufferers, as they are meant to treat skin problems caused by the medical condition.

Doctor Brand

DOES NOT NEED TO HAVE 'DOCTOR' OR 'DR' IN THE BRAND NAME.

Beauty & Personal Care. This claim is related to medically-inspired products formulated by, or in conjunction with, a living and medically accredited doctor. Must clearly specify the name of the medical practitioner on pack, either preceded by Dr or Doctor, and/or followed by M.D. or G.P.

Ease of Use

Food and Non-Food. Products that are marketed as being easy to use, apply or prepare. Also includes things that are ready to cook as they have been pre-made. It must state on pack that the product has been designed in such a way as to make it easy for consumers to use. It is not used for beauty products that are 'easily absorbed', this is considered as **Time/Speed**.

Economy

Food and Non-Food. Although wording on pack is the primary identifier for this claim, a product's price point is also used. Used with words like: basic, budget, value pack, economy, economical, great price, or low price. Certain brands have an Economy claim associated with them, such as Somerfield's Make Sense! Line, Wal-Mart's Great Value or Mais por Menos in Brazil.

Ethical – Animal

Food and Non-Food. For products that support or adhere to certain moral or social ideals that regard the treatment of animals. Common terms are: not tested on animals, against animal testing, free-range, BUAV approved, dolphin friendly, etc.

Ethical – Charity

Food and Non-Food. For products that claim to support any charitable organisation. Key charities include: breast cancer, cancer research, projects around the world etc.

Ethical – Environmentally Friendly Package

Food and Non-Food. For products that claim that the packaging for its product is friendly to the environment. There are many appropriate keywords such as: reduced/reduced weight packaging (where the pack has been made smaller and lighter), recyclable packaging (only when clearly stated on pack – does not include the recyclable symbol), re-usable packaging (does not include refills), made from recycled material, low carbon footprint, FSC approved/certified. Also includes packs that claim for every package they make, they plant a tree etc.

Ethical – Environmentally Friendly Product

Food and Non-Food. For products that claim that the actual product is friendly to the environment. Examples include references to bio-degradable, made from recycled materials, toilet tissues made from recycled paper, phosphate-free, ozone-friendly, CFC-free, sustainable ingredients, etc.

Ethical – Human

Food and Non-Food. For products that support or adhere to certain moral or social ideals that regard the treatment of people. Keywords include: fair-trade, child friendly (in the terms that they do not work), community trade etc.

Ethnic

Non-Food. Only used for products targeted to specific ethnic groups. Examples include shampoo, makeup, and skincare for people of African descent, Asians, or Latinos, or beauty products for Nordic consumers. This claim is also used for products that have been tested on Asian skin.

Event Merchandising

Food and Non-Food. This claim is used for products that whilst they may be limited or special editions, are being tied into some form of event or occasion. This could be sporting events such as Olympics, World Cup etc. It also applies to products that are released to coincide with such things as film releases and charity events.

Exfoliating

Non-Food. Usually refers to the technique of removing dead skin cells to reveal healthier-looking skin through scrubbing. The claim is therefore automatically selected for scrubs, peels, microdermabrasion products and exfoliants. It is also used where products prominently contain AHA (alpha hydroxy acids) to smooth the skin. This claim will be found in skincare, soap, bath, and some haircare products.

Female

Food and Non-Food. Certain products are classified as being male- or female-oriented. Both Male and Female claims will be selected when it is a record including a variant for men and a variant for women. When inputting products in the following categories we would not highlight the gender field (male/female), as the categories imply this already:

- Cosmetics (unless it's a product targeted at men)
- Unisex fragrances
- Depilatory products (unless it's a product targeted at men)
- Skincare (ONLY if targeted at men)
- Haircare (ONLY if targeted at men)

Firming

Non-Food. This claim is used where products specify to firm the skin of the body or face. Must feature the terms 'firm', 'firming' or 'firmness' on-pack.

For Sensitive Skin

Non-Food. Products formulated to be less irritating to the skin, and therefore suitable for use by consumers with sensitive or delicate skin. Must specify 'suitable for sensitive skin' or 'suitable for delicate skin' on-pack, or be positioned for babies' skin.

Fragrance-Free

Non-Food. This claim is used when a product is stated to be fragrance-free which implies that no artificial fragrance has been added to the product. Also used when a product is stated to be unscented, unperfumed, or perfume-free. This claim is for products that one would normally expect to have a fragrance and is not used for products that simply state that they are free from artificial/synthetic fragrance.

Functional

Functional food and drinks are products with health benefits beyond their nutritional value. They have a positive, beneficial effect on the body in general, or on a particular function of the body. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function such as: lowering cholesterol, improving the heart, aiding digestion, and beauty benefits.

The various ways in which food and drink products may deliver health benefits include:

- **Naturally rich** – Enhancement or promotion of the intrinsic beneficial properties of a food or drink, e.g. the beneficial effects of whole grain cereals or the cholesterol-lowering properties of soy milk
- **Artificially added** – The addition of one or more functional components to a food or drink, e.g. the addition of plant sterols to spreads, prebiotics to yogurt, or soya protein to bread.

Both naturally rich ingredients and artificially added ingredients are used to assess the functional claim.

Depending on their presentation, health claims can be direct, indirect or implied.

- A direct claim relates to the food itself, e.g. Benecol products are claimed to be "proven to reduce cholesterol as part of a healthy diet".
- An indirect claim relates to ingredients in the food, for example a claim for the benefits of added calcium in a fortified breakfast cereal.
- An implied claim relates to the overall impression given, for instance the use of heart symbols on product labels such as Shredded Wheat or the use of endorsement logos.

Consequently GNPD defines Functional foods and drinks as products with specific health-promoting and/or disease-preventing properties beyond the basic nutritional function of supplying nutrients. However, we do not consider as Functional food and drink products that make a non-specific health claim and focus on a lifestyle (e.g. helps with an active healthy lifestyle).

Functional – Beauty Benefits

Food only. These products are also known as nutraceuticals or beauty foods. In addition to key ingredients the product must claim to have external beauty benefits.

Functional – Bone Health

Food only. These products make a reference to improving bone health or prevent/treat osteoporosis (low bone mass/tissue disorder) or are said to maintain healthy joints, to maintain the health of teeth or to help maintain absorption of calcium in the bones. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function.

Functional – Brain & Nervous System

Food only. Benefits associated with optimal memory function, brain and nervous health and maintaining a positive mental state i.e. well-being and general psychological health. Common ingredients and additives include: DHA, Zinc, Acetyl L-carnitine, and Phosphorus. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function.

Functional – Cardiovascular

Food only. These products claim to have a beneficial effect on the heart, blood pressure, cholesterol levels, or cardiovascular system. Products often contain Omega 3 and 6, soluble and insoluble fibre, flavinoids and iso-flavons, and dairy peptides. Includes all healthcare products that are formulated to promote heart health and support healthy blood flow. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function.

Functional – Digestive

Food Only. Products that are detoxifying, help with the bowel or constipation, support regularity, rebalance the intestinal flora or cleanse the body. Products made with probiotic bacteria (e.g. types of fermented milk products and yogurts) and prebiotics, which are substances that promote growth of specific bacteria (e.g. oligosaccharides such as inulin), often qualify for this claim, however in addition to key ingredients the product must claim to have a beneficial effect on the body or body function.

Functional - Energy

Healthcare Only. All healthcare products specifically formulated to release energy. Also used if the product is said to maintain or help support vitality, to be an energizer or energizing, to help convert food into energy or to support energy metabolism.

Functional - Eye Health

Healthcare Only. All health products aimed at protecting and supporting eyesight. Also select this claim if the product is said to rejuvenate eyes or provide dry eye relief.

Functional – Immune System

Food only. Ingredients in products for the specific benefit of healthy immune functioning, growth, and repair. Common ingredients and additives for a healthy immune system include: Selenium, Glutamine, Omega 3 EFAs, ALA, immunoglobulin/globulin and some prebiotics for specific immunology functioning. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function.

Functional – Other

Food and Healthcare. Products with functional benefits not covered by the other functional claims. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function.

Functional - Skin, Nails & Hair

Healthcare Only. All healthcare products specifically formulated for the care of the skin, nails and hair. Also used if the product is said to moisturise or nourish skin, to help protect skin against the sun or to help fight cellulite.

Functional - Slimming

Food and Non-Food. All products specifically formulated for slimming or weight loss. Also used if the product is said to help manage or curb appetite and/or hunger, to be an appetite suppressant, to support fat metabolism, to increase calorie burning or fat incineration, to support diet and weight loss programs or to increase mass loss. Slimming products will often feature the following imagery: people in fitness attire; people in swimming costumes; waists; and measuring tapes. Slimming ranges include but are not limited to the following brands: Marks & Spencer Count on Us...; Tesco Light Choices; Special K; Healthy Choice; Weight Watchers; Lean Cuisine; Dukan Diet; Slim Fast; Atkins Diet; and South Beach Diet.

Functional- Stress & Sleep

Healthcare Only. All healthcare products that are specifically formulated for helping rest and sleep. Also used if the product is said to guard against the ill effects of stress or nervous tension or to relieve anxiety or panic.

Functional – Weight & Muscle Gain

Food and Healthcare. All products specifically formulated for weight and muscle gain, includes body building & sports supplements. Also used if the product is said to help consumers gain strength, to support muscle fullness, to help maintain lean muscle mass or to enhance the ability to build muscle.

Functional Pet Claims

Functional pet food and drinks are products with benefits beyond their nutritional value. They have a positive, beneficial effect on cats and dogs in general, or on a particular function of their body. In addition to key ingredients the product must claim to have a beneficial effect on the body or body function such as: provides healthy joints, strong immune system, strong heart and clear eyesight.

Functional Pet - Brain & Nervous System

Pet Food Only. All pet food that supports the nervous system and encourages healthy brain activity.

Functional Pet - Digestion & Urinary Tract

Pet Food Only. All pet food that aids digestion and increases renal function to help the body dispose of excessive fluid. Also includes products for hairball prevention.

Functional Pet - Eyesight

Pet Food Only. All pet food that helps maintain a healthy and clear eyesight.

Functional Pet - Heart & Cardiovascular System

Pet Food Only. All pet food that helps with the optimal function of the heart and blood circulation.

Functional Pet - Immune System

Pet Food Only. All pet food that helps protecting the body from parasites, bacterial, fungal, or virus-infected cells.

Functional Pet - Joints, Bones & Muscles

Pet Food Only. All pet food that helps the development and maintenance of strong bones, joints and muscles.

Functional Pet - Skin & Coat

Pet Food Only. All pet food that helps with the maintenance of a shiny and healthy coat.

Functional Pet - Slimming

Pet Food Only. All products specifically formulated for slimming or weight loss. Also used if the product is said to help manage or curb appetite and/or hunger, to be an appetite suppressant, to support fat metabolism, to increase calorie burning or fat incineration, to support diet and weight loss programs or to increase mass loss.

Functional Pet - Teeth & Tartar Prevention

Pet Food Only. All pet food that helps the development of strong teeth, and reduce the accumulation of tartar and plaque. Also includes all products that are breath-freshening for pets.

Functional Pet - Other

Pet Food Only. All pet food products that are functional for dogs and cats, and do not fit in any of the other definitions, for example pet food that is meant to help with behavioural problems (excessive barking, wetting, chewing things, unmanageable behaviour etc.)

Functional Pet – Weight & Muscle Gain

Pet Food Only. All products specifically formulated for weight and muscle gain. Also used if the product is said to help pets gain strength, to support muscle fullness, to help maintain lean muscle mass or to enhance the ability to build muscle.

Gluten-Free

Food and Non-Food. This claim is used when a product is stated to be free from gluten or certain grain-based proteins. Words associated with this claim include: celiac/coeliacs, TACC (in Latin America), and specific symbols. Sometimes the Gluten Free term appears in or around the ingredient list (common in Brazil), in some countries, manufacturers need to state if a product contains gluten.

GMO-Free

Food and Non-Food. A genetically modified organism (GMO) is an organism whose genetic material has been altered using genetic engineering techniques for the purpose of improvement or correction of defects. Transgenic organisms contain DNA or genes artificially transferred from another species or breed. GMO-free is selected when there is any indication on pack that the product has not been genetically modified or does not contain genetically modified ingredients. The following phrases or acronyms may be listed on pack: genetically modified; genetically engineered; bioengineered; GMO; GEO; GM; GE; and OGM.

Gradual Self-Tanning

Skincare Only. Claim refers to daily use products (traditionally moisturisers) that contain a hint of self-tanner for a gradual build-up of colour on the skin with regular use. Not used for products marketed as occasional-use self-tanners or cosmetic bronzers.

Halal

Food and Non-Food. A variety of substances are considered forbidden by Islamic law (including pork), hence some products carry a certification/logo to reassure the consumer that they are safe to use according to the law. Below are some examples of Halal symbols:



High/Added Fibre

Food Only. This claim is selected when a product has a high, added or increased fibre content. It also includes products that are claimed to be a good source of fibre, or are naturally rich in fibre. Excludes products that state that they only contain fibre or are a source of fibre.

High Protein

Food Only. For products that contain a higher than normal level of protein. The pack must feature a claim that the product contains high/higher levels of protein or additional protein. Does not include products that say they are a good source of protein.

High Satiety

Food Only. A “Satiety Index” (SI) is a way to measure the hunger fighting power of certain foods. A high-SI food would leave people more satisfied after eating a set amount of calories and they would also eat less hours later when given something to eat, presumably because they are still less hungry. It seems likely that a diet made up of higher SI foods would likely lead to less hunger and lower calories intake. This claim is for products that actively make a prominent marketing claim to this extent.

Homeopathic

Non-Food. Homeopathy is a system for treating disease based on the administration of minute doses of a drug that in massive amounts would produce symptoms in healthy individuals similar to those of the disease itself.

Hormone-Free

Food and Non Food. This claim is used for any phrase that implies the animal used in the production of the product has not been injected with hormones. Also selected for any phrase that implies the product is free from added hormones or completely free from hormones. Note: it is illegal to use the phrase “hormone-free” on food products in some countries, because all food products made with animal ingredients or animal-derived ingredients will naturally contain traces of hormones. Therefore, marketing relating to this claim will often use phrases other than “hormone-free”. Non-food products can be completely free from hormones.

Hypoallergenic

Non-Food. Only used when the word ‘hypoallergenic’ appears on pack in reference to the entire product being hypoallergenic. Not used if a product is simply dermatologist-tested, allergy tested, or allergen-tested. This claim is most commonly associated with cosmetics and skincare products.

Innovative Ingredient

Food and Non-Food. Used for a new or breakthrough product ingredient that is highlighted by the manufacturer. This ingredient should not have been identified in any other product in the database.

Interesting Packaging

Food and Non-Food. This claim highlights an innovation in the product’s packaging.

Kosher

Food and Non-Food. This claim is used when a symbol or declaration is identified on pack. This claim is associated with Kosher and Pareve products. Below are some examples of Kosher symbols, but there are many.



These symbols also appear on non-food products.

Leave-In

Beauty & Personal Care. This relates to products marketed as being leave-in, and is used when the term leave-in or leave-on appears on pack. This claim is used for products that are tagged as both leave-in and rinse-off and is automatically selected for dry shampoos and dry conditioners.

Limited Edition

Food and Non-Food. Products marketed as being either available for a limited time or having only limited stock available. Occasionally cosmetics companies release limited edition lines to complement a seasonal line, eg. 994635, part of the M.A.C. Emanuel Ungaro range, a limited edition range inspired by the designer's Fall/Winter fashion collection. These are also to be considered limited edition. Products that are an edition associated with a year (eg. 2015 edition) are considered Limited Edition, as are special edition and anniversary products.

Long-Lasting

Beauty & Personal Care. This claim refers to products marketed as lasting longer than standard alternatives. This may include either the phrase 'long-lasting', or a reference to the amount of hours the product stays on the skin/is active for before reapplication is necessary appearing on-pack (i.e. a 24 hour moisturiser or lasting hold hairspray). For value packs, although the product can be used over a longer period of time as the pack is larger, this claim is not applicable unless the content inside offers a long-lasting effect.

Low/No/Allergen

Food Only. Foods that are manufactured for consumers who suffer from food intolerance or food allergies, or who are following avoidance diets. This commonly includes products that are lactose-free or lactose-reduced, wheat-free or gluten-free, but may also include products free from or having a reduced content of other known allergens including eggs, fish, shellfish, nuts, and latex, where these are prominently labelled as such on pack.

Low/No/Reduced Calorie

Food Only. This claim is used when on-pack terms highlight that the product has a decreased amount of calorie content. Words such as low calorie, light/lite, reduced calories, calorie-free, and diet might hint at a reduced calorie amount. Used if there is any reference to a reduced or no calorie content.

Low/No/Reduced Carb

Food Only. This claim is used when on-pack terms highlight that the product has a decreased amount of carbohydrate content. Used if there is any reference to a reduced or no carb content.

Low/No/Reduced Cholesterol

Food Only. This claim is used when on-pack terms highlight that the product has decreased cholesterol content. Used if there is any reference to a reduced or cholesterol-free content but not used if a product only describes cholesterol reducing properties.

Low/No/Reduced Fat

Food Only. This claim is used when on-pack terms highlight that the product has a decreased fat content. Used if there is any reference to a reduced or no fat content. This claim should be used with skim/skimmed milk. Products that are described as diet or light may have a reduced fat content. This claim is not used when a product is described as having a reduced saturated fat or any other type of fat content.

Low/No/Reduced Glycemic

Food Only. This claim is based on the GI (glycemic index) value and is sometimes seen as low GI.

GI values are commonly interpreted as follows:

- Low GI – less than 55
- Intermediate GI – between 56 and 69
- High GI – higher than 70

A low GI food will release energy slowly and steadily and is appropriate for diabetics, dieters and endurance athletes. A high GI food will provide a rapid rise in blood sugar levels and is suitable for post-endurance exercise energy recovery.

Low/No/Reduced Lactose

Food Only. Refers to products that have a decreased level of lactose or are lactose-free. It may be naturally occurring or may have been done by the manufacturer. The product must make the claim on pack. Selected in conjunction with Low/No/Reduced Allergen.

Low/No/Reduced Saturated Fat

Food Only. This claim is used when on-pack terms highlight that the product has a decreased saturated fat content. Other terms for saturated fat include the following: saturates; saturated fatty acids; and saturated fat acids.

Low/No/Reduced Sodium

Food Only. This claim is used when on-pack terms highlight that the product has a decreased salt/sodium content. Terminology includes low in sodium, reduced salt, low in salt, salt-free, or sodium reduced.

Low/No/Reduced Sugar

Food Only. This claim is used when on-pack terms highlight that the product has a decreased amount of sugar, is low sugar, sugar-free, suitable for diabetics, contains no added sugar or is low in sugar alcohols. Used if there is any reference to a reduced or no sugar content. The words "Diet" or "Light" might refer to the product having a low sugar content. Also the use of artificial sweeteners such as Splenda, acesulfame-K, or aspartame might cause there to be on pack wording stating a reduced sugar content.

Low/No/Reduced Trans Fat

Food Only. This claim is used when on-pack terms highlight a decreased amount of trans fat content. Look out for words such as low trans fat, reduced trans fat, or trans fat-free. Used if a product claims to have reduced hydrogenated oil content or is free of hydrogenated fat but not used if a product is said to be low in saturated fats.

Male

Food and non-Food. Certain products are classified as being male- or female-oriented, except within sub-categories where the gender is apparent e.g. *Men's Fragrances*. Both Male and Female claims will be selected when it is a record including a variant for men and a variant for women. Products in the following categories would not highlight the Gender field (male/female), as the categories imply this already:

- Cosmetics (unless it's a product targeted at men)
- Unisex fragrances

- Depilatory products (unless it's a product targeted at men)
- Skincare (ONLY if targeted at men)
- Haircare (ONLY if targeted at men)

Mattifying

Beauty & Personal Care. A mattifying product is a product which prevents the skin from shining and which gives a uniform complexion. Care compositions for the skin or make-up compositions having mattifying properties are generally used to solve the problems of shininess brought about by an excess of sebum and to improve the long term hold of make-up, which has a tendency to visually deteriorate during the course of the day. This claim therefore refers to products that are marketed as controlling/reducing/removing the shine or oiliness of the skin, leaving it with a 'matte' appearance. Does not refer to products with a 'matte' finish themselves (such as matte eyeshadow), unless they specifically claim to 'mattify' the skin by reducing/controlling skin oils.

Microwaveable

Food and Non-Food. Used when any microwaving instructions are given on pack. Most commonly used in food, but can be applied to non-food products such as containers that are microwave-safe or cling film that can be used in the microwave.

Mineral Oil/Petroleum Free

Beauty & Personal Care. Used when a product is marketed as being free from mineral oil and/or petroleum and/or petrolatum. Is not used for products that are oil-free, as there is an **Oil-Free** claim.

Moisturising/Hydrating

Beauty & Personal Care. For personal care products that are claimed to enrich the skin/hair/nails/lips with moisture or water (such as a hydrating shower gel or moisturising shampoo) or 'replenish' skin/hair with moisture. Also for products that leave skin 'moist' or that have emollient properties. This claim is not used for products that nourish the skin/hair only, unless they specify that the nourishment includes moisture, or for products that maintain moisture balance/respect the moisture balance of the skin/hair. This claim is also used for moisturisers, as well as body butters/body lotions/face lotions where the product has no other function other than to moisturise.

No Additives/Preservatives

Food and Non-Food. This claim is used to identify that a product is free of food additives or preservatives. Used when a product is free of added colours, MSG, flavours, additive free, or dyes. If a product is solely paraben-free, then only the **Paraben Free** claim is used.

No Animal Ingredients

Food and Non-Food. This claim is used where a product clearly states on pack that it does not contain any animal ingredients, or any animal-derived ingredients. We do not look at the ingredients list for verification for this claim. If a product indicates that it has not been tested on animals, then only the Ethical-Animal claim is used. For beauty products, this claim is also used for products suitable for vegetarians and/or vegans.

Non-Acneogenic

Non-Food. Non-Acneogenic is similar to Non-Comedogenic, however non-acneogenic products will not clog oil glands to produce a break-out on people prone to acne. Not used in conjunction with 'Anti-Acne' or 'Skin Disorders', as it is only a cautionary measure. Product must state 'non-acneogenic' on pack. If product is simply claimed to not block pores, or to be non-comedogenic, then the **Non-Comedogenic** claim is used instead.

Non-Comedogenic

Non-Food. The term means that the product will not clog pores. Products that are simply claimed not to “clog pores” are also to be flagged as Non-Comedogenic. You’ll find this claim mostly on cosmetics, skincare products and toiletries. If product is claimed to be non-acneogenic on-pack, then the **Non-Acneogenic** claim is used instead.

Novel

Food and Non-Food. A product is considered novel if it possesses innovative properties. This claim is usually used when it’s the first of its kind for the database. It can either be the product itself or its preparation, manufacturing or packaging.

Odour Neutralising

Non-Food. For all products that claim to remove or neutralise odours or kill the germs that cause bad odours/smells. Must have the claim on pack and not just products that mask bad odours. Is not restricted to Air Care products and can be used with Soaps, Deodorants etc.

Oil Free

Non-Food. Indicates that a product has not been formulated with oleaginous ingredients, and is particularly suitable for oily or acne-prone skin. Must specify ‘oil-free’ or ‘free from oil’ on pack. Excludes products that are solely ‘mineral oil-free’.

On-the-go

Food & Non-Food. Products that claim to be used or consumed whilst on the move. The product must have this as a marketing claim on pack. Products must have phrases such as portable, on-the-go, on-the-move, out of the home, purse-size, aeroplane friendly, etc. Examples would be liquid breakfast for drinking on the go, and portable soap sheets.

Ophthalmologically Tested

Non-Food. Used when Ophthalmologically tested, Ophthalmologically Approved, or made in conjunction with Ophthalmologists is indicated on pack. Common for healthcare products that treat the eyes as well as on cosmetic products.

Organic

Food and Non-Food. This common claim is used to identify organic properties in a product. Used when the product is claimed to be organic. Common on brands that are synonymous with using organic ingredients like Avalon Organics, Aveda, Organic Farms, etc. Organic chemistry is a discipline within chemistry – chemicals described as organic in this way are not flagged with this claim (i.e. organic polymers).

Paraben Free

Non-Food. Parabens are a group of chemicals widely used as preservatives in the cosmetic and pharmaceutical industries. Used when a product is specifically marketed as free from parabens. Pack must specify ‘paraben free’ or ‘free from parabens’.

Pet - Adult

Pet Food Only. This claim is for products reported as being for fully grown pets. This will typically be for the period from 1yr old to about 8yrs old, although there is some variation among pack guidelines. The claim is both for products that specify an adult age range (eg. from 10 months and up, from 1 – 7 years of age) and also for products stated as being for adult pets. Most Adult packaging will not specify an upper age limit and will only say “from 10 months” or “1 year +” or something similar.

Pet - Junior

Pet Food Only. This claim is for products reported as being for young pets. This will typically be for the pet's first year, although there is some variation among pack guidelines. The claim is both for products that specify a young age (eg. 2-10mths, up to 18mths), and also for products claimed to be for young pets (eg. puppy, kitten, junior).

Pet – Senior

Pet Food Only. This claim is for products reported as being for elderly pets. There is quite a bit of variation among pack guidelines, mainly because different dog breeds have different life spans. However, where an age range is specified it will be from at least 7 years and up. There will also not be an upper limit. The claim is both for products that specify an old age (eg. 7 yrs+, 11 years and up), and also for products claimed to be for old or senior pets.

pH Neutral

Non-Food. This claim is used when a particular reference to a pH is given on pack. Terms include pH balanced, respects physiological pH, pH 5.5 (which is the normal pH for skin), pH friendly, restores pH, maintains pH, respects pH, and natural pH. Not used if the manufacturer is simply giving a product's pH value. This claim is primarily used for skincare, cosmetics, and toiletries.

Plumping

Beauty & Personal Care. Refers to products that are marketed as offering a cosmetic ‘plumping’ effect, often to eliminate fine lines and wrinkles in the skin, or make lips appear more voluminous. Used only where the terms ‘plump’, ‘plumping’, ‘plumper’, ‘plumps’ or ‘bee-stung’ appear on-pack. It is also used for eye lash products that ‘plump’ lashes.

Portionability

Food & Non-Food. Products designed for single servings. The product must be marketed in a way that states it has been designed in either size, weight, calories, doses etc. for singular use. Examples would be packs of biscuits that have been individually packaged to just 3 per pack, and single dose shampoos. Many products are sold singularly but this claim is only used where a bold marketing statement is clear on pack.

Prebiotic

Food & Drink only. This claim is used when the term prebiotic is listed on pack. Prebiotics are non-digestible food fibres and complex sugars that are food for beneficial bacteria, which live naturally in the digestive tract. Prebiotics help to stimulate the growth and/or activity of the beneficial bacteria. The claim is selected for products with added prebiotics and for products that naturally contain prebiotics. The claim is not used if the term prebiotic is only listed in the ingredient information. This claim is not selected if a prebiotic ingredient is mentioned but the term prebiotic is not mentioned. An exception to this rule is Prebio1 and Prebio 3, which are Nestlé's proprietary prebiotic blends.

Premium

Food and Non-Food (excluding **Beauty & Personal Care**). Although wording on pack is the primary way to use this claim, a product's price point is also used. Certain brands have a Premium claim associated with them.

Protects Against Elements

Beauty & Personal Care. This claim is used where a product is marketed as protecting against environmental/external aggressions, pollution and weathering, such as extreme cold and wind. This claim is also used for hair products that protect against humidity. Not used for products whose sole protection against the elements is UV protection, as this is already covered by the **UV Protection** claim. Also excludes hair products that protect against heat styling or products that 'increase hair/skin protection' but do not state what they protect against.

Reduces Dark Circles/Puffiness

Beauty & Personal Care. This claim is used only where products are marketed as reducing the appearance of puffiness and/or dark circles in the eye area. Product must claim to actively reduce puffiness and/or dark circles at their source, and not just cover up or camouflage with colour. Some colour cosmetics may offer long-term benefits, others just camouflage until the product is removed from the skin.

Reduces Fine Lines/Wrinkles

Beauty & Personal Care. This claim is selected when a product is marketed as reducing the appearance of fine lines and/or wrinkles caused by the aging process. Product must claim to actively reduce fine lines and/or wrinkles, and not just cover up or camouflage with colour. Some colour cosmetics may offer long-term benefits, others just camouflage until the product is removed from the skin. This claim is not used for products that reduce/remove lines caused by dehydration.

Reduces Redness

Beauty & Personal Care. Used when a product is marketed as calming, soothing or masking the skin to reduce the appearance of redness or ruddy skin. Includes products that are claimed to reduce the appearance of the skin condition rosacea, or products to reduce stress- or sun-related redness.

Reduces the Appearance of Pores

Beauty & Personal Care. Not to be confused with Non-Comedogenic, this claim is used only for products that are marketed as decreasing, tightening or minimising the appearance of pores in the skin, usually for a smoother complexion.

Refill/Refillable

Food & Non-Food. This claim is for packages that are intended as a refill for an existing product (most likely in non-food). It is also used with products that are refillable.

Seasonal

Food and Non-Food. Used to identify products designed and marketed for a specific holiday or season. Wording on pack often pertains to particular holidays and seasons. Some terms include: Christmas, Easter, Halloween, Thanksgiving, and Hanukkah. Also used if a product is only available for Summer, Spring, Autumn/Fall or Winter. Not used if the name of the season is in the branding or product name like *Endless Summer tanning lotion*. Companies like Boots and Sephora often release gift collections for the Christmas period, these are considered to be seasonal as well.

Seniors (aged 55+)

Food and Non-Food (excluding **Beauty & Personal Care**). Used when the particular age group is referenced. Commonly used in food products and supplements.

Silicone Free

Non-Food. Used when a product is specifically marketed as being free from Silicone. The ingredients listing is not used to determine this claim.

Skin Disorders

Non-Food. Includes a variety of medical problems associated with the skin, i.e. common skin disorders such as dermatitis, psoriasis, eczema, rashes, redness, itching, acne, anti-dandruff, diaper rash. Includes products in Skin Care, Packaged Medications, Haircare and Cosmetics.

Slimming

Beauty & Personal Care. This claim is used when a product is positioned as specifically slimming the body or face. This claim is used where the words 'slim' or 'slimming' appear on-pack in relation to its product itself, and not its packaging.

Social Media

Food and Non-Food. This claim is used where logos or marketing related to social media are displayed on-pack, such as URLs or contact information for various social media websites, including Facebook, Twitter, Bebo, Youtube, etc.

Stanols/Sterols

Food Only. Stanols and sterols are functional ingredients that work by reducing cholesterol absorption from the gut. Plant *sterols* are present naturally in small quantities in many fruits, vegetables, nuts, seeds, cereals, legumes, vegetable oils and other plant sources. *Stanols* occur in even smaller quantities in many of the same sources. Both stanols and sterols are essential components of plant cell membranes and structurally resemble cholesterol. Including plant sterols/stanols in the diet may lower blood cholesterol levels. There is a wide range of products and brands which now have added stanols and sterols, such as Benecol, Flora Pro-Activ, Danone Danacol & MiniCol. These products include yogurt drinks, spreads, milk, yogurts and cream cheeses and hard cheeses. The claim is used if there is any reference to stanols / plant sterols on pack.

Sulphate/Sulfate Free

Used when a product is marketed as being free from Sodium Lauryl Sulphate (SLS), Sodium Lauryl Ether Sulphate (SLES), and/or Sulphate/Sulfate. The ingredients listing is not used to determine this claim.

Teenagers (13-17)

Non-Food. This claim is used when a product is designed for teenagers. Common products include make-up lines and skincare regimes. Look out for the terms "teenagers" or "teens" or graphics with teenagers.

Time/Speed

Food & Non-Food. Products that have a time or speed claim on pack. The product must be marketed in such a way as to say it can be prepared quickly, or is fast acting etc. Examples would be burgers that can be microwaved in 1 minute, and fast acting medication. Products that are described as instant (eg. instant noodles, instant coffee) should also qualify for this claim. Many products can be cooked quickly but this claim only applies to products where a bold marketing statement is clear on pack. This claim is also used for beauty products that are 'easily absorbed'.

Toning

Beauty & Personal Care. This claim indicates that a product has toning properties for the skin only. Also automatically used for all skincare toners (products that are used after cleansing to help return skin to its natural pH, and remove any remaining trace of dirt or debris). Only used where the terms 'tone' or 'toning' appear on-pack. Excludes products claimed to improve/adjust/mimic the colour/shade tone of the skin, such as colour cosmetics.

UV Protection

Non-Food. Used when any reference to a UV or sun protection is given. A product can protect against the sun, but to use this claim a UV protection measure, or the term UV protection needs to be indicated. Terms include SPF, FPS, UVB/UVA, KPF, broadspectrum, PA+++ , or harmful rays.

Vegan

Food and Non-Food. All products that make an on pack claim to be suitable for use or consumption by vegans.

Vegetarian

Food and Non-Food. This product is used to identify products that are suitable for vegetarian diets. This claim is used when a product is indicated for vegetarians, or stated to be made entirely from vegetarian ingredients. Not used if vegetarian is not listed on pack, or for products like meat substitutes, soya, or quorn unless it specifically states that it is suitable for vegetarians or made entirely of vegetarian ingredients. In some countries, such as India, the vegetarian claim is conveyed through a "green dot" logo, as appears in the example below.



Vitamin/Mineral Fortified

Food and Non-Food. Not used for products that are said to be a good/excellent source of vitamins and minerals. This claim is used when a product is said to be added, fortified, or enriched with vitamins and minerals, and for non-food items that state that they contain a vitamin or mineral. We do not use this claim with the *Vitamins and Dietary Supplements* sub-category. In addition, this claim is used when this information is listed for marketing purposes rather than just being in the ingredient list. This claim is not used for beauty products that are completely mineral-based (such as mineral make-up) unless additionally fortified with vitamins.

Waterproof

Non-Food. This claim is used when on-pack terms make references to water-repellent properties, such as the terms impermeable and waterproof. It is commonly seen in sunscreens, cosmetics, and first aid products. Excludes products claimed to be resistant to water, which use the **Water Resistant** claim only.

Water Resistant

Non-Food. Indicates that a product can withstand some contact with, but not full immersion in, water (such products use the **Waterproof** claim). Must specify 'water-resistant' or 'resistant to water' on-pack.

Whitening

Food and Non-Food. This claim is not used for household products that whiten surfaces or clothes. It is used primarily for oral hygiene, cosmetics, skincare, and toiletries with terms like whitens skin, brightens skin, and whitens teeth. This claim is not used for products that brighten skin only – for this the **Brightening/Illuminating** claim is used.

Wholegrain

Food Only. This claim is used for products that are made from the entire grain or stated to be wholegrain. Terms include wholegrain/whole grain, whole wheat, integral, and wholemeal. This claim is commonly associated with products made from wheat, oats, rice, rye, and barley. It is common to see this claim in breakfast cereals and bakery products. This claim is not used for wholegrain mustard.

Categories and Sub-Categories

Food and Drink

Alcoholic Beverages

Beer

Includes all beer types: ales, stouts, lagers, light beer, flavoured beer, low alcohol or alcohol free beers, and specialty beers made from different ingredients like lemongrass or blueberry. Also includes diluted beer drinks like Shandies or Claras.

Brandy

Brandy is a spirit usually distilled from wine or fruit. This includes cognac, grappa, calvados and armagnac. Also included is flavoured brandy. Well-known brands include Courvoisier and Rémy Martin.

Cider

Includes cider (alcoholic drink made from apples), perries (an alcoholic beverage made of fermented pear juice), and hard ciders. These products must be alcoholic in nature unless a non-alcoholic version of the drink.

Dark Rum

Rum is a spirit usually distilled from fermented juices of sugar cane, sugar cane syrup, sugar cane molasses or other sugar cane by-products. The *Dark Rum* subcategory includes aged rum, spiced rum and some flavoured rums. Well-known brands include Havana Club, and Captain Morgan.

Flavoured Alcoholic Beverages (FABs)

Referred to as "alcopops", "malteratives/malt beverages", and packaged pre-mixed alcoholic drinks. Includes wine coolers, pre-packaged spirit and mixer drinks like gin and tonic, tequila and juice, rum and cola, etc.

Fortified & Other Wines

This includes all types of fortified wine such as sherry, port, Madeira and Vermouth. Also included are sake and all rice wines, pulque (cactus wine), mead (honey wine), pomace wine and Boone's Farm. Cooking wines (which are specific for cooking) are categorized in *Cooking Sauces*.

Gin

Gin is a spirit usually made from grains and juniper berries. This includes London dry gin and flavoured gin. Well-known brands include Gordon's and Bombay Sapphire.

Liqueur

Liqueur is an alcoholic drink usually sweetened and flavoured with fruit, spices or herbs. All liqueurs and flavoured liqueurs are included. If the liqueur is spirit based, such as rum liqueur or tequila liqueur, then the product should be categorised here. Well-known brands include Baileys, Cointreau and Tia Maria.

Other Spirits

This includes all spirits that do not fall into one of the other spirit sub-categories. Combinations or blends of different types of spirits are included, for example vodka-cognac. Multi-packs containing spirits or liqueurs from multiple sub-categories are categorised here (example 279774). Also included is Shochu, an Asian spirit.

Tequila

Tequila is a spirit usually made by fermenting and distilling the sap or fermented juice of the agave plant. This includes aged tequila, rested tequila, white tequila and flavoured tequila. Well-known brands include Jose Cuervo and Sauza.

Vodka

Vodka is a spirit usually made from potatoes, grain or sugar beet molasses. This includes flavoured vodka. Well-known brands include Absolut, Smirnoff and Stolichnaya.

Whisky

Whisky is a spirit usually distilled from fermented grains aged in wood casks. This includes malt whisky, aged whisky, scotch, bourbon and flavoured whisky. Whisky may also be spelt whiskey. Well-known brands include Jack Daniels, Jim Beam and Glenfiddich.

White Rum

Rum is a spirit usually distilled from fermented juices of sugar cane, sugar cane syrup, sugar cane molasses or other sugar cane by-products. The *White Rum* subcategory includes white rum and some flavoured rums. Well known brands include Malibu and Bacardi.

Wine

The GNPD covers wine in Argentina, Australia, Chile, France, Germany, Italy, New Zealand, South Africa, Spain, the UK and the United States. This includes sparkling wine, including Champagne, but excludes sherry, port, Madeira, Vermouth, sake (rice wine), pulque (cactus wine), mead (honey wine), pomace wine, and Boone's Farm, which are categorised under *Fortified & Other Wines*. Cooking wines (which are specific for cooking) are categorized in *Cooking Sauces*.

Baby Food

Baby Formula (0-6 months)

Includes all baby milk formula for infants up to the age of 6 months. It can be in a number of formats including powder, liquid and ready to feed. The formula is generally animal, soy or vegetable based.

Baby Formula (6-12 months)

Includes all baby milk formula for infants from 6-12 months. It can be in a number of formats including powder, liquid and ready to feed. The formula is generally animal, soy or vegetable based.

Biscuits & Rusks

This subcategory is for all biscuits, rusks and crackers positioned for babies and toddlers.

Cereals

These products are often a baby's first introduction to solid food and are commonly in powdered format but may also be ready to eat in jars or pots. Breakfast cereals marketed at babies, like corn flakes for babies are also categorised here. Includes semolina, porridges and creamed rice.

Fruit Products, Desserts & Yogurts

Products in this subcategory include single fruits purées, multi fruits purées, fruit and cereal combinations, milky desserts, yogurts as well as fruit pieces specified for babies & toddlers. Fruit flavoured snacks should be categorised under **Baby Food - Snacks**.

Growing Up Milk (1-4 years)

Includes all formats of "milk" for children designed to assist in the early stages of life. This sub-category is specifically for 1-4 year olds. It is normally enriched with vitamins and minerals to aid a child's growth and development. It can be in a number of formats including powder, liquid and ready to feed. The formula is generally animal, soy or vegetable based. Continuation milks with cereal content are categorised here.

Growing Up Milk (4+ years)

Includes all formats of "milk" for children designed to assist in the early stages of life. This sub-category is specifically for 4+ year olds. It is normally enriched with vitamins and minerals to aid a child's growth and development. It can be in a number of formats including powder, liquid and ready to feed. The formula is generally animal, soy or vegetable based.

Juices & Drinks

Beverages for babies in all formats (including beverage mixes and concentrates). Includes fruit juices and fruit and cereal drinks, as well as drinks that claim to also be a meal. Milk drinks and formulas should be categorised under the relevant formula and growing up milk subcategories.

Other Baby Food

This category includes food items designated for babies and toddlers that do not fall into the other subcategories. Includes products such as cheese for babies, individual sauces for pasta and separate pasta items, as well as dressings for babies. Excludes products intended to treat dehydration or medical conditions (these fall under **Healthcare**).

Savoury Meals & Dishes

These products range from vegetable purées, soups, meat preparations, mixed vegetable purées, vegetarian menus (complete meals), complete vegetable meals with meat or fish and all other complete meals.

Snacks

Items positioned as snacks for babies belong under this subcategory unless they are items that call themselves snacks but are actually puddings, biscuits, etc. These should be categorised under the relevant subcategories. While this subcategory includes fruit flavoured snacks, snacking fruit should be categorised under *Fruit Products*, *Desserts & Yogurts*.

Bakery

Baking Ingredients & Mixes

Includes all products intended for use for baking and does not include any ready-to-eat products. Includes all flour and non-flour based mixes for cakes, breads, biscuits/cookies, muffins, brownies, pancakes/hotcakes, pizza dough, and pastries. These mixes can be found in all storage formats (shelf-stable, frozen, chilled) and ingredients can be already combined and ready to bake like pie crusts, prepared puff pastry, rice paper, wonton wrappers and dough. Staples such as flour (wheat, rice, corn, manioc, etc.), baking soda (only if specifically for baking otherwise it is categorised in **Household Products**), baking powder, yeast, cornstarch, and baking extracts (vanilla, almond, coffee) are included. Includes sprinkles (Hundreds and Thousands), food colour, icing/frosting, chocolate/caramel/peanut butter chips for baking use, grated coconut, cooking chocolate and pie/cake fillings. Excludes fats designed for baking. Also excludes seasoned flours for coating meats. Meringue nests and other meringue items for home baking are to be categorised here. Meringues to be eaten directly are categorised under *Cakes, Pastries & Sweet Goods*. Meringue cookies are categorised under *Sweet Biscuits/Cookies*. There are many dessert items that are made with meringue, such as meringue tarts and flans which will still be categorised as desserts.

Bread & Bread Products

This sub-category includes baked or par-baked products in any storage format (shelf-stable, chilled, frozen). Includes bread, bread loaves, biscuits (like buttermilk, not snacking biscuits), bread rolls, baps, plain croissants, bagels, English muffins, tortillas (Mexican flat bread), taco shells, naan, pitta bread, wraps, savoury ready-made pastry, large poppadums/papads (excludes snack positioned), focaccia (excludes stuffed focaccia, which are under *Sandwiches/Wraps*), and breadsticks (including puff pastry straws and twists).

Cakes, Pastries & Sweet Goods

Primary sub-category for sweetened goods except sweet biscuits or cookies designed for snacking (which have their own sub-category). Includes goods in all storage formats that may or may not require baking. Includes birthday cakes, brioche, chocolate cakes, coffeecake, donuts, Danish pastries, snack cakes, muffins (apart from English muffins, which are categorised in *Bread & Bread Products*), profiteroles, eclairs, toaster pastries, frozen waffles and pancakes (American style), pancakes/crepes, flapjacks, panettone, pan de pascua (pan dulce), marshmallow cakes such as teacakes and schaumkusse, ice cream cones (without the ice cream), hand-held pies. This sub-category also includes frozen items that may require baking or heating like pies, cakes, fruit/custard torts, toaster pastries, French toast, and toaster waffles and pancakes.

Meringues to be eaten directly are categorised here. Meringue nests and other meringue items for home baking are to be categorised under *Baking Ingredients & Mixes*. Meringue cookies are categorised under *Sweet Biscuits/Cookies*. There are many dessert items that are made with meringue, such as meringue tarts and flans which will still be categorised as desserts.

Savoury Biscuits/Crackers

Savoury products including savoury/unflavoured rice cakes (snacking rice cakes go under *Rice Snacks*), rusks, crispbread, soda crackers, cream crackers, and cheese crackers. The product can be baked or fried and are usually grain flour based.

Sweet Biscuits/Cookies

Sweet products including cookies, sweet rice cakes (snacking rice cakes go under *Rice Snacks*), digestive biscuits, butter cookies, some chocolate covered biscuits/cookies and sandwich cookies.

Meringue cookies are categorised here. Meringue nests and other meringue items for home baking are to be categorised under *Baking Ingredients & Mixes*. Meringues to be eaten directly are categorised under *Cakes, Pastries & Sweet Goods*. There are many dessert items that are made with meringue, such as meringue tarts and flans which will still be categorised as desserts.

Breakfast Cereal

Cold Cereals

Any cereal product which is primarily intended to be eaten cold and with milk or milk substitutes. Includes granola cereal, Muesli, corn flakes, puffed rice, and bran cereals.

Hot Cereals

Any cereal product that is primarily intended to be eaten hot, such as porridge, oatmeal, instant hot oat/wheat products, and creamy wheat cereal.

Carbonated Soft Drinks

Traditional fizzy drinks, sodas, or pop. The product needs to be carbonated. Includes colas (Coke, Pepsi), carbonated lemonades/lemon-lime soda, mixers (tonic water, Indian tonic water, bitter lemon), general fruit flavoured carbonates (sparkling cider) and sparkling fruit juices, as well as traditional carbonates (ginger beer/ale, root beer, birch beer). Also includes Malta, a type of soft drink that is made from malt but which is not alcoholic. Excludes carbonated energy drinks or sports drinks such as Red Bull.

Chocolate Confectionery

Chocolate Tablets

Tablet chocolates must be "snappable". You must be able to break the chocolate into the same size pieces. These are moulded/segmented chocolate bars in a wide range of sizes from bite-size to "family bars"; some are filled or contain nuts or raisins and made of different types of chocolate i.e. white, milk and dark. Leading global brands include Milka, Cadbury's Dairy Milk, Ritter Sport, Hershey's Milk Chocolate, Côte d'Or and Lindt.

Chocolate Countlines

Chocolate bars eaten as snacks that can't be broken into same size pieces (except KitKat & similar, which are classified as countlines). Many are filled and un-segmented i.e. not pre-cut. Typical examples include Snickers and Mars. Countlines can be sold in a diversity of formats, including multipacks, single large pieces or mini-fun sizes. Leading global brands include Snickers, Reese's, Mars and KitKat. Includes creme eggs, kinder eggs etc.

Individually Wrapped Chocolate Pieces

Any product regardless of overall packaging where many chocolate pieces are wrapped in a layer of normally foil or plastic. The chocolates maybe just chocolate or they may have a filling. Multipacks of countlines and tablets are categorised under *Chocolate Countlines* and *Chocolate Tablets* accordingly.

Non-Individually Wrapped Chocolate Pieces

Any product regardless of overall packaging where the actual chocolate pieces are not contained in any kind of wrapper. The chocolates will probably be small pieces and they maybe just chocolate or they may be filled. Such things as chocolate coated raisins and nuts will go under here.

Other Chocolate Confectionery

Chocolate products that do not fall within the previous chocolate definitions are included e.g. liquid chocolate, chocolate foam, chocolate coated sticks etc.

Seasonal Chocolate

Any chocolate product that is designed for only for certain times of the year. Most obvious will be Christmas and Easter products. All seasonal chocolate (tablets, countlines, non-individually wrapped chocolate pieces, etc) are entered under this subcategory.

Dairy

Butter

This includes all forms of butter, stick butter, soft butter, premium grade butter, salted/unsalted butter and light butter and all types of flavoured butter. Also included is ghee, which is a type of Indian clarified butter.

Cream

Cream is the fatty component of unhomogenised milk. This subcategory includes all dairy and non-dairy cream that is plain or flavoured in all formats, including the following: single cream; cooking or heavy cream; sour cream; crème fraîche, whipped cream; and half & half, a mixture of half milk and half cream. Cream substitutes made from soya or other ingredients are categorised here and should not be confused with non-dairy creamer, which is for flavouring coffee and tea.

Note: both cream and creamers may be referred to as cream substitutes. If the product is just for flavouring coffee and tea then it is most likely a creamer. If it is for general use in baking, etc, then it is most likely a cream

Creamers

Creamer refers to milk and cream substitute used primarily to flavour coffee or tea. This subcategory includes dairy and non-dairy creamers that are plain or flavoured in all formats. Creamers are also referred to as coffee whiteners. Coffee-Mate is a well-known brand of creamer.

Note: both cream and creamers may be referred to as cream substitutes. If the product is just for flavouring coffee and tea then it is most likely a creamer. If it is for general use in baking, etc, then it is most likely a cream

Curd & Quark

Curd is obtained by curdling milk with rennet or an edible acidic substance, such as lemon juice or vinegar. Milk that is left to sour will naturally produce curds. Quark is soft, white and not aged. Cottage cheese and paneer are also categorised here. This sub-category includes all plain and flavoured curd and quark products, apart from sweet quark desserts, which should be categorised under the *Soft Cheese Desserts* sub-category.

Drinking Yogurts/Liquid Cultured Milk

Defined as liquid varieties for drinking and excludes yogurts that are eaten with a spoon. Includes liquid cultured milk products, drinking yogurt, liquid sour milk products (Yakult, kefir, ayran, laban, MAS, and Scandinavian sour milk), buttermilk (both flavoured and unflavoured), and lactic acid drinks. Yogurt pouches like Yoplait Frubes are also categorised here.

Evaporated Milk

Described as an unsweetened milk product with up to 60% of water removed by evaporation. It is sterilised for preservation.

Flavoured Milk

Described as dairy products consisting of white milk/milk powder that contain sugar or sweeteners and flavourings.

Fresh Cheese & Cream Cheese

Fresh cheese refers to cheese that has not been ripened or aged but may be slightly cured. These cheeses have a high moisture content and a soft texture. Fromage frais, fromage blanc, queso blanco, mascarpone and cream cheese are all examples of fresh cheese. Also includes sour cream based spreads. This sub-category includes all plain and flavoured fresh cheese products, apart from sweet flavoured fresh cheese based desserts, which should be categorised under the *Soft Cheese Desserts* sub-category. Requeijão is considered processed and should be categorised under *Processed Cheese*.

Hard Cheese & Semi-Hard Cheese

This sub-category includes all plain and flavoured hard and semi-hard cheeses. These cheeses may also be referred to as firm. Gouda, cheddar, emmental and parmesan are all examples of hard and semi-hard cheeses.

Liquid Dairy Other

Includes whey-based drinks where whey is the major ingredient meaning that the product must contain more than 50% of whey. Also includes eggnog a milk and egg-based punch.

Margarine & Other Blends

This includes all products referred to as margarine including functional margarine. Also included are many products described as spreads that can be made from various oils such as olive, vegetable, soya, seeds, etc. There are also many products that use the word butter in the brand or product name that are not butter, such as "I Can't Believe It's Not Butter", which is a brand of margarine.

Processed Cheese

Processed cheese consists of natural cheese(s) with additives such as salt, emulsifiers, stabilizers, flavour enhancers and food colourings. These products feature a consistent texture. This sub-category includes all plain and flavoured processed cheese. Many forms are available, including: cheese spread; cheese dip; cheese food; requeijão and spray cheese. Cheese alternatives, for example made from rice are categorised here. Processed cheese is often available in single serve slices or triangular portions, but is also available in blocks.

Rice/Nut/Grain & Seed Based Drinks

Includes drinks referred to as milk such as peanut drink, coconut drink, almond drink, potato drink and green bean drink. Excludes soy drinks, which have their own sub-category.

Shortening & Lard

These products are 100% fat and may be described as such rather than using the words "shortening" or "lard". Lard is rendered and clarified pork fat. Shortening is solid white fat usually of vegetable origin predominantly used to prepare pastries and other bakery products. Goose fat is categorised here.

Soft Cheese & Semi-soft Cheese

Soft and semi-soft cheeses are aged for a short time and feature a very soft texture. This sub-category includes all plain and flavoured soft and semi-soft cheeses. Brie and camembert are types of soft cheese. Blue cheeses are semi-soft. Also included in this sub-category are soft and semi-soft pasta filata cheeses, such as mozzarella. Pasta filata cheeses are cooked and kneaded, or "spun".

Soft Cheese Desserts

All dairy based desserts made with soft white cheese such as fromage frais, fromage blanc and quark. These products are similar to spoonable yogurt but are marketed as desserts. Generally, the flavours will be sweet. Brands include Petit Filous.

Soy Based Drinks

Soy-based drinks and soy milk where soy extract (with water) is the major ingredient. Can contain sugar and/or flavourings. Includes soy-based drinks that are fermented (similar to the *Drinking Yogurts/Liquid Cultured Milk* but for soy milk).

Soy Yogurts

Soy-based products that are fermented with active cultures. Similar to the *Spoonable Yogurt* sub-category in that the product is eaten with a spoon.

Spoonable Yogurt

Dairy-based products that are fermented with bacterial cultures. These products usually come in pots and are designed to be eaten with a spoon.

Sweetened Condensed Milk

Milk that is concentrated in the same way as evaporated milk, but with added sugar.

White Milk

Includes fresh white milk from animals (e.g. cow, sheep, goat), reconstituted or recombined white milk, lactose-reduced white milk, and powdered white milk.

Desserts and Ice Cream

Chilled Desserts

Includes all types of chilled desserts, dairy-based desserts, chilled custard, fruit compote, mousse, panna cotta, and pudding (prepared). Excludes yogurt, fromage frais, petite suisse and quark, which are classified in **Dairy**.

Dairy-Based Frozen Products

Dairy based ice cream intended for consumption at home or packed in single serve units. It includes ice creams sold on sticks (includes splits if ice cream is dairy, splits are ice cream on sticks encased in frozen ice), in cones, individual tubs, large tubs, in measures of pints, quarts and litres. Also includes frozen dairy-based yogurt. Also includes multi-packs of dairy-based ice creams. The frozen dessert sherbet goes in this category, while sorbets go in *Water Based Frozen Products*. Dairy based is more common than Soy or Water based.

Dessert Toppings

Includes dessert sauces, topping syrups, coulis, hot fudge and chocolate syrups that can also be used to make drinks.

Other Frozen Desserts

Products that do not meet the criteria of other sub-categories in **Desserts and Ice Cream** are categorized here. In addition, these products are intended to be eaten either frozen or thawed, no baking should be required. Rice balls with a fruit sauce filling are categorised here.

Shelf-Stable Desserts

Includes gelatine mixes, apple sauce (unless designated as a condiment, then categorise under *Table Sauces*), shelf stable custard, no-bake dessert mixes (e.g. cheesecake mix, mousse mix), pudding mixes, flan mixes, ready-to-eat pudding desserts that do not need to be chilled.

Soy-Based Frozen Products

Soy-based ice cream intended for consumption at home or packed in single serve units. It includes ice creams sold on sticks, in cones, individual tubs, large tubs, in measures of pints, quarts and litres. Also includes frozen soy-based yogurt and multi-packs of soy-based ice creams. Things to look out for are words/phrases like "Soy Milk", "Soy Beans" and "Non-Dairy" (although not to be confused with *Water Based Frozen Products*).

Water-Based Frozen Products

Water-based ice cream intended for consumption at home or packed in single serve units. More commonly seen as Sorbet (not sherbet which is similar but dairy based and goes in *Dairy Based Frozen Desserts*). It includes ice creams sold on sticks, in cones, individual tubs, large tubs, in measures of pints, quarts and litres. Also includes frozen water-based yogurt. Includes all frozen ice products such as ice lollies, ice pops, push-ups. Also includes multi-packs of water-based ice creams. Things to look out for are words/phrases like "Sorbet", "Water-Based" and "Non-Dairy" (although not to be confused with Soy Based Frozen Products). It also does not include bags of unflavoured ice cubes which go under *Water*.

Fruits and Vegetables

Fruit

Includes pre-packaged, canned, frozen, and dried fruit. The fruit has to be "processed" or packaged in some way, GNPD does not cover loose fruit products or fruit in a bag, for example. Excludes dried fruit purchased for snacking (these go in *Snacks – Fruit Snacks*), only dried fruit positioned for cooking purposes is categorised here.

Vegetables

Includes all pre-packaged, canned, frozen, and dried vegetables, canned baked beans, pulses, mixed vegetables to be used for various dishes, canned tomatoes, sun dried tomatoes, and fresh tomatoes. Excludes loose vegetables in bags, unless they have been processed in some way. Bagged salads without dressing are categorised here, salad kits comprising of greens and a dressing sachet and/or meat that need to be assembled are categorised under *Meal Kits*, whereas ready-to-eat salads are categorised under *Salads*.

Hot Beverages

Coffee

All coffee products intended to be consumed HOT. Products include instant coffee, coffee beans, ground coffee, flavoured coffee, and coffee substitutes (such as chicory). Includes coffee pods and coffee concentrates for making coffee drinks.

Malt & Other Hot Beverages

Includes hot drinks whose primary component is chocolate, either in powdered or solid form (hot chocolate, cocoa), malted drinks, corn & oat beverages and milk-based hot drinks.

Tea

All tea products to be consumed hot, fruit teas and infusions, tea substitutes, chai mixes. Includes tea concentrates for making hot tea beverages.

Juice Drinks

Fruit/Flavoured Still Drinks

RTD (ready to drink) non-carbonated beverages which are fruit or non-fruit flavoured. Determination is dependent on % of juice, which tends to be less than 24% juice or vegetable content. Excludes flower/herbal drinks such as mixed herbal with flowers, red dates, lor han gwa, don gwai, and other Chinese herbal ingredients, these are categorised under *Tea*. Includes vegetable based still drinks like green pumpkin, asparagus, white gourd, lotus root, lemon barley, water chestnut, herbal jelly drink, ginseng and sugar cane. Still drinks that are marketed as flavoured waters are categorised under *Flavoured Waters*.

Juice

Products that are 100% fruit or vegetable juice. Includes 100% pure fruit or vegetable juice with no added ingredients. Includes freshly squeezed, from concentrate, and not from concentrate juices. These products can be fortified or enriched with other ingredients.

Nectars

Products that are 25-99% juice. Described as diluted fruit juice or pulp beverages with added sweeteners. Can be fortified with vitamins. Includes vegetable nectar drinks.

Meals and Meal Centres

Instant Noodles

Dried/dehydrated/chilled/instant noodles or rice vermicelli in a pack with added flavours in a separate sachet or incorporated into the product. The separate sachet should be either a soup base or a sauce base. This sub-category includes on-the-go/pot noodles that contain a slab of noodles that only require the addition of hot water and/or a flavour packet. Also included are instant/dried/dehydrated/chilled rice noodle cakes that contain dried/chilled rice cakes with a dried/wet separate flavour sachet or flavour incorporated into the product (seen mainly in Asian countries). Dried/chilled rice noodle cakes can be prepared by adding hot water or by heating such as preparing in a microwave. The instant noodles sub-category also includes instant noodles that can be eaten as a snack in that they can be eaten with or without the addition of boiling water (seen mainly in Asian countries). Also includes dried instant wontons that comes with a separate sachet of soup base and can be prepared by adding boiling water.

Products marketed as being instant noodle soups will either be categorised here or in the *Dry Soup* subcategory. If the product's principle component is noodles with possibly additional sachets for flavourings or the soup base, then it is categorised here. If the product's principle component is a soup base that also contains dried noodles, then it is categorised under *Dry Soup*.

Ground rice made into dough, shaped and then used for cooking, such as nian gao is categorised here if it includes flavour sachet or in *Side Dishes – Noodles* if it is plain.

Also excludes noodle products marketed as a **Side Dish** or a *Meal Kit*.

Instant Pasta

Dehydrated/dried/instant pasta in a pack with added flavours/sauce in a separate sachet or incorporated into the product. The pasta should be served as an instant meal and requires either the addition of hot water or heating such as preparing in the microwave for a couple of minutes. Some products need both the addition of water and to be heated. Does not include instant noodles, which are categorised under *Instant Noodles*.

Instant Rice

Instant rice is rice that has been pre-cooked and dehydrated so that it cooks more rapidly, as all that is necessary to prepare it is to re-hydrate it with hot water. Regular rice requires 20-60 minutes to cook while instant rice needs anywhere between 5-10 minutes.

This sub-category includes instant rice congee/gruel/porridge that contains dried rice and other dried ingredients (e.g. dried vegetables and/or dried meat) with added flavours in a separate sachet or incorporated into the product. Instant rice congee/gruel/porridge is usually cooked with the addition of hot water (seen mainly in Asian countries).

Excluded from this sub-category are self-heating rice meals that belong under *Prepared Meals*, rice meals marketed as *Meal Kits*, and rice/microwave rice that is served as a **Side Dish** or requires a longer cooking time.

Meal Kits

Defined as kits which require assembly to create a complete meal or a complete course of a meal. The main characteristic of this sub-category is that the product requires additional preparation besides just heating. These products will most likely include all the ingredients necessary to make the meal (in the pack), but adding additional ingredients such as meat, milk, or butter is also common. Excludes products that are prepared and include all ingredients and may just require heating these go in *Prepared Meals*.

Includes salad kits (which comprise greens, and a dressing sachet or meat that need to be assembled RTE salads go under *Salads* and bagged salads without dressing go under *Vegetables*), taco kits (comprise tortillas and sauce and may require the addition of meat), soup kits (comprised of vegetables and a separate stock), pasta meal kits like macaroni and cheese (comprise dried pasta and a sachet of cheese sauce or mix and may require added milk and butter) in all size formats.

Pastry Dishes

Centre of the plate savoury meal items made with a form of pastry. This will commonly include savoury pies, quiches, sausage rolls, pasties, parcels and slices.

Pizzas

Includes pizza products in all formats such as square, stuffed crust, mini, fingers etc. Mainly defined as bread topped with tomato sauce and cheese and then a variety of other toppings. Also includes calzones and mini calzones, but excludes pockets, which are categorised under *Sandwiches/Wraps*.

Prepared Meals

Defined as meals where all the preparation has been done by the manufacturer and just requires heating by microwave, oven, crock pot, wok, etc. Most completed meals combine a protein (chicken, beef, fish, egg), a vegetable, and a starch (potato, pasta, rice). This is the main category for ready meals, TV dinners, and complete canned meals (pasta, meat, sauce).

Products include: lasagne; prepared macaroni and cheese that needs heating; chilli (spicy stew of meat and beans); and stew (a thick, hearty soup with meat and vegetables. If the product is described as a soup, it goes in the *Soup* category); goulash; canned pasta meals (for adults and children); cauliflower cheese, enchiladas, risotto meals (a rice dish with vegetables or meat), spaghetti bolognese, curry with rice as well as curry sauces containing meat, potato gratin (gratin dauphinois), vegetarian meals (will not contain meat, but described as a meal), prepared pasta meals (pasta and sauce), rice sauce, hot dog meals WITH chips/fries, and sandwiches WITH chips/fries.

Salads

All types of prepared, ready-to-eat salads. This includes meat, pasta, cheese, vegetable based etc. These are normally packaged in a pot, tub or tray and sometimes feature their own fork or spoon. This does not include pre-packed bags of salad such as Rocket Leaves or Iceberg Lettuce Leaves which go under *Vegetables* or potato salads which go under *Potato Products*. Salad kits (which comprise greens, and a dressing sachet or meat that need to be assembled) are categorised under *Meal Kits*.

Sandwiches/Wraps

This sub-category includes “traditional” sandwiches that generally consist of two slices of bread with a filling. The fillings can vary but are often a layer of either meat, vegetables, cheese and some form of condiment. Many varieties are available and they are not restricted to being made with two pieces of bread. Other formats include (filled) rolls, baguettes, pita bread sandwiches etc. Also included are wraps, Burritos, stuffed focaccias, pockets (eg. Hot Pockets, Lean Pockets), savoury crepes and Quesadillas. Hamburgers in buns and Hot Dogs in buns also go under Sandwiches/Wraps. All the above must be on their own (generally eaten with the hands) and without further side dishes such as salads, fries etc. where they would then go under *Prepared Meals*. This subcategory excludes calzones, which are categorised under Pizzas. Pre-made fajitas wrapped in tortillas will go under Sandwiches/Wraps, if the tortillas and filling come separate in the pack then it is a *Meal Kit*, if it just the meat and vegetable mix then it goes under *Processed Meats*.

Other Beverages

Beverage Concentrates

Liquid beverage concentrates including non-alcoholic cordials/syrups (in many flavours that are added to add flavour to drinks), squashes to be diluted, non-alcoholic cocktail mixes (margarita, mojito, piña colada), and lemon juice or lime juice concentrates for making beverages. Includes frozen beverage concentrates.

Beverage Mixes

Beverage concentrates in powder format. Includes instant iced tea, instant iced coffee powders, and cold chocolate drink mixes. Excludes mixes for preparing hot drinks (see *Malt and Other Hot Beverages*).

Meal Replacement & Other Drinks

Includes drinks positioned as Nutritional Supplements and Meal Replacement drinks that can provide either weight gain, weight loss, or balanced nutrition claims. Also includes Japanese products such as vinegar drinks and Kombucha.

Pet Food

The GNPD only monitors products for cats and dogs.

Cat Food Dry

All types of dry food engineered for feeding domestic cats. These products should not include sauces or describe food in sauce.

Cat Food Wet

All types of wet food and drinks engineered for feeding domestic cats. Excludes cat snacks and treats (*Cat Snacks & Treats*), all dry based cat foods (see *Cat Food Dry*).

Cat Snacks/Treats

All types of snacks/treats designed as a reward for cats of all ages. Included are mini-biscuits, sticks, dry mini-fish, and catnip bits. Some have the added value of helping care for teeth and reduce tartar, or treat hairballs. These products are usually described as treats on pack and come in smaller size formats than traditional food.

Dog Food Dry

All types of dry food engineered for feeding domestic dogs. These products should not include sauces or describe food in sauce.

Dog Food Wet

All types of wet food, and drinks engineered for feeding domestic dogs. Excludes dog snacks and treats (see *Dog Snacks & Treats*), all dry based dog foods (see *Dog Food Dry*) and non-food pet-related items (see *Pet Products*).

Dog Snacks/Treats

All types of snacks/treats designed as a reward for dogs of all ages. Includes dog chews made from rawhide, bone, or other animal parts (such as pig ears) in various shapes, strips, sticks, chocolate drops, bone knuckles, etc. Some have the added value of helping care for teeth and reduce tartar, or breath freshening properties.

Processed Fish, Meat, and Egg Products

Eggs & Egg Products

Includes fresh eggs and processed egg products such as: prepared omelettes, tortilla Española, Scotch eggs, egg substitutes, instant powdered eggs, pickled eggs, processed parts of eggs (yolks, whites). Random weight/variable measure products are not covered.

Fish Products

Includes fresh, frozen, dried, preserved, smoked, or canned fish, shellfish (shrimp/prawns, oysters, mussels, clams, crab, oysters), squid, octopus and lobster. Includes breaded seafood products that are NOT positioned as hors d'oeuvres and also seafood and vegetable mixes. Random weight/variable measure products are not covered.

Meat Products

Mainly includes processed mammal-derived meat (beef, pork, venison, lamb, etc.). Includes packaged cuts of meat, bacon, sausages, ham, charcuterie, meat-based spreads (sandwich fillers), canned meat, corned beef hash, black pudding/blood sausage/morcilla, meat-based pâté, and escargot/snails. Includes prepared or marinated meat for heating that are not positioned as *Prepared Meals* in that they don't have sides. Random weight/variable measure products are not covered.

Meat Substitutes

Vegetarian products including: tofu, tempeh, quorn, or meatless-based alternatives like veggie burger patties, vegetarian meatballs, bean burgers, vegetarian hot dogs, imitation bacon bits, minced soy protein TSP (textured soy protein), or bean curd. Random weight/variable measure products are not covered.

Poultry Products

Defined as processed poultry-derived meat products (chicken, turkey, duck, goose, etc.). Includes fresh, frozen, or canned products such as sliced turkey, turkey bacon, chicken patties/burgers, ostrich meat, chicken wings, chicken nuggets (not positioned as an hors d'oeuvres or snack). Random weight/variable measure products are not covered.

RTDs

RTD (Iced) Coffee

Includes all prepared, liquid/ready-to-drink coffees and iced coffees. The product must be positioned as a coffee beverage (iced coffee, java, cappuccino, latte) although the primary ingredient does not have to be coffee (sometimes it is water or milk). RTD hot coffees are included in this subcategory.

RTD (Iced) Tea

Includes all prepared, liquid/ready-to-drink teas and iced teas. The product must be positioned as a tea beverage (iced tea, tea beverage, milky tea) although the primary ingredient does not have to be tea (sometimes it is water or milk). RTD hot teas are included in this subcategory.

Sauces and Seasonings

Cooking Sauces

Defined as liquid/wet prepared sauces whose primary purpose is for use before or during cooking to provide a base for the finished product. Includes marinades, grilling sauces, tomato sauces (when not specified for pasta, see *Pasta Sauces*), tomato purée, passata, stir fry sauces, curry sauces, cooking wine, soy bean paste, prepared béchamel sauce, coconut cream/milk (unless positioned as a juice/water), pizza sauce, barbecue sauce for marinating meat, and cooking pastes. Includes sauces designed to pour over rice.

Dressings and Vinegar

Includes salad cream, salad dressings (includes dressings that can be used as a marinade), vinegar, and mayonnaise alternatives (sometimes referred to as sandwich spreads).

Mayonnaise

All types of mayonnaise including flavoured variations. The product must be referred to as a mayonnaise on pack.

Oils

Defined as all edible LIQUID oils used for cooking, flavouring, or dipping. Includes flavoured and plain varieties, blended vegetable oil, single seed oils such as sunflower and corn, olive oil (including extra virgin and virgin), peanut, walnut and other varieties of speciality oil.

Other Sauces & Seasonings

Includes sauces and seasonings that cannot be categorised in other sub-categories. The GNPD also includes croutons (and other soup additions, such as griessnockerl and frittaten), concentrated lemon juice or lime juice for cooking (or if no purpose is mentioned), bacon bits, clam juice, wasabi/wasabi paste, and fish paste (cooking paste).

Pasta Sauces

Defined as sauces for topping pasta or noodles. Includes Italian- and Asian-type sauces. Both tomato-based and cream-based sauces are included, as are herb-based and other vegetable-based varieties such as pesto.

Pickled Condiments

Described as vegetables packed in some sort of acid-based brine (vinegar and salt)—excludes any meat-based pickled products, these go in *Processed Meat*. Products include sour pickles, cocktail onions/olives, olives, onions, preserved onions, sliced jalapeños, spicy pickled vegetables/kimchi, pickled hearts of palm, relish, lime pickle, fruit pickles, chutneys, stuffed olives, giardiniera and mustard tubers.

Seasonings

Described as products used for enhancing flavours of food. Also includes seasoning mixes, dip mixes and sauce mixes. Common products include:

Seasoning Blends: packaged mixture of ground or crushed herbs/plants/spices/seasonings that can be sprinkled over foods at any stage in the cooking process. Also available in dry, liquid, and fresh varieties that can be added to meats or vegetables. Includes harissa.

Herbs: includes fresh and dried herbs such as: coriander, parsley, oregano, sage, rosemary, dill, etc.

Spices: dried vegetable materials such as roots, seeds or bark, sometimes powdered or crushed, which are also used to flavour and colour foods.

Salts & Peppers: including table and seasoned salts, as well as all types of products from peppercorns, such as standard black or white pepper and seasoned products such as lemon pepper. Includes salt substitutes and MSG (mono sodium glutamate).

Sauce and Dip Mixes: pre-mixed seasonings and herbs which are added to oils, water, dairy products, mayonnaise, or mashed vegetables to make sauces, dressings, marinades, or dips. Also includes curry cubes.

Garlic: common as garlic salt and processed garlic (jars, chopped, pureed, roasted).

Seasoned Coatings: includes pre-seasoned baking coatings for meats and seasoned breadcrumbs.

Tahini or Sesame Paste: a paste of ground sesame seeds used in cooking. It is a major component of hummus and halva, and is sold fresh or dehydrated.

Stocks

Stock (or bouillon) is flavoured liquid that is used as an ingredient when cooking. It is also referred to as a soup base. Stocks are generally flavoured with meat, fish or vegetables. They can appear in concentrated liquid form or also cubes or granules. Both should be in this subcategory as well as gravy mixes and prepared gravy. Broth is similar to stock but is generally referred to as a finished product rather than an ingredient. Due to this, broth should be placed under soup.

Table Sauces

Described as sauces that are used as condiments, at the table, usually to top food. Products include: Mexican sauce (usually in bottles), picante sauces, salsa (only when NOT referred to as a dip, if so then it's categorised in *Savoury Spreads-Dips*), ketchup (all flavours), barbecue sauce, mustard (yellow, spicy/brown, Dijon, honey mustard), steak sauce, brown sauce, Worcestershire sauce, soy sauce, teriyaki sauce, hot/Cajun sauce, tartar sauce, chili sauces, apple sauce (only when NOT referred to as a dessert, then categorised under *Shelf Stable Desserts*), cocktail sauce, and horseradish sauce.

The GNPD categorises the following sauces, which may have many uses, as table sauces: oyster sauce, fish sauce, soy sauce, zhug or skhug, cranberry sauce, barbecue sauce (not barbeque sauce for marinating, which goes under *Cooking Sauces*), Angostura bitters, Worcestershire sauce, Tabasco, and Mexican salsa (only if not described as a dip).

Savoury Spreads

Dips

A dip is a common condiment for many types of food. Unlike other sauces, instead of applying the sauce to the food, the food is typically put into, or dipped, into the dipping sauce (hence the name). Dips are commonly used for finger foods and other easily held foods. This sub-category includes: salsa, hummus/houmous, guacamole, tzatziki, sour cream (if the product is called specifically a dip), taramasalata etc. Sauces whose primary use is for dipping are also categorised here. The pack does not need to feature the term "dip" to be included in this sub-category. Not included in this subcategory are chutneys, which are categorised under *Pickled Condiments*.

Meat Pastes and Pâtés

Spreadable paste, usually made from meat (sometimes fish or caviar), and often served with toast as an appetizer. "Pâté" is a French word which designates a mixture of minced meat and fat. It is generally made from a finely ground or chunky mixture of meats such as liver, and often additional fat, vegetables, herbs, spices, wine and other ingredients. The most famous pâté is probably pâté de foie gras. Meat pastes that are not for use as sandwich fillers should be categorised here, for example Princes Paste. Whilst caviar spreads are categorised here, unprocessed caviar should be placed in *Fish Products*.

Sandwich Fillers/Spreads

Ready made and ready to use sandwich filling preparations, including bruschetta bread toppers. Meat pastes that are not for use as sandwich fillers are categorised under *Meat Pastes and Pâtés*.

Savoury Vegetable Pastes/Spreads

All vegetable based paste/spreads such as tapenade, red pepper pate, artichoke pate, etc. Not included in this subcategory are chutneys, which are categorised under *Pickled Condiments*.

Yeast Extracts

All yeast extract based spreads that are traditionally eaten as a savoury spread on bread, toast, and savoury biscuits. Includes Marmite and Vegemite, but excludes Bovril (which is classified under *Malt & Other Hot Beverages*).

Side Dishes

Noodles

Defined as dry, fresh, frozen, and chilled noodles that are typically used in Asian cuisine. The noodles can be made from wheat, flour, egg, buckwheat, bean or rice and includes rice vermicelli. They are not normally dressed or sauced. Does not include noodles positioned as *Instant Noodles*. Ground rice made into dough, shaped and then used for cooking, such as nian gao are categorised here if they are plain or under *Prepared Meals* or *Instant Noodles* if they are flavoured.

Pasta

Defined as dry, fresh, frozen, and filled pasta and noodle products made from wheat, rice, or other grain and typically needs preparation like boiling or heating. These products don't tend to be dressed or "sauced". Includes certain pasta-based filled dumplings as well as pierogi and gnocchi (potato pasta).

Potato Products

Includes all products derived from potatoes that are positioned as side dishes. Includes sweet potato products. Common products include: frozen chips/fries, frozen seasoned potatoes, potato mash (with added ingredients), instant mashed potatoes, canned/jarred peeled and pre-cooked potatoes, hash browns, prepared baked potatoes, potato salad, filled jacket potatoes (positioned as a side dish and not a meal), canned potatoes, pierogies, and filled potato skins. Only covers processed potato products, the following types of products are not covered: loose potatoes and bagged potatoes. Processed means that the product has been prepared in some way, for example: washed, frozen, flavoured, cut, sliced, diced, peeled, mashed or cooked. Excludes gnocchi, which is categorised under *Pasta*.

Rice

Includes rice products positioned as a side dish and usually needs preparation such as boiling or heating. Common products include: raw bagged rice (fragrant, jasmine, basmati, long grain, wild, etc.), bagged ready to cook rice, boxed rice mixes, and boil in the bag rice. Risotto when positioned as a side dish is categorised here.

Stuffing, Polenta & Other Side Dishes

Includes stuffing mixes, polenta (corn meal-based side dish), stuffing mix, polenta mixes, couscous (pasta-based side dish), Yorkshire pudding, coleslaw, falafel, kibe, bulgar wheat (to be used as a side dish), cracked wheat (to be used as a side dish), barley (to be used as a side dish), tabbouleh, farofa (manioc flour to be used as a side dish), quinoa (to be used as a side dish), and refried beans. Filled dumplings, such as Alpine Dumplings, or Russian Pelmeni are also categorised here.

Snacks

Bean Based Snacks

Includes all processed bean snacks and bean based snacks, including the following formats: flour and powder. Tofu, bean curd snacks, processed pulse snacks and legume snacks are also categorised here. Includes both savoury and sweet flavours.

Cassava & Other Root Based Snacks

Includes all cassava snacks and cassava based snacks, including the following formats: cassava flour or cassava root flour; cassava starch; and cassava slices. Cassava is also known as yuca, manioc and tapioca. All formats of root snacks are categorised here, including the following: slices; crisps; and sticks. Includes both savoury and sweet flavours. Mustard tubers are the stems of the mustard plant, rather than the root, so are categorised under *Pickled Condiments*.

Corn Based Snacks

Includes all processed corn snacks and corn-based snacks, including the following formats: corn flour; corn meal; corn grits; ground corn; whole grain corn; whole meal corn flour; and corn semolina. Corn is also known as maize. Masa is the corn based flour or dough from which corn chips, tortilla chips and other Mexican-style food items are made. Includes both savoury and sweet flavours.

Fruit Snacks

Defined as fruit-based products positioned as a snack. Products include dried fruits for snacking (if not positioned for snacking, these products go in the *Fruit* sub-category), raisin snack packs, fruit chips (banana, apple in packs positioned as a crisp), and fruit rolls (where fruit or pure fruit juice, as opposed to sugar, is the main component. If the main component is sugar, then these products are classified in **Sugar & Gum Confectionery**).

Hors d'oeuvres/Canapés

Also known as appetisers, these products are usually frozen or chilled and characterized as party or snack food. Common products include: spring rolls, dim sum, egg rolls, crab Rangoon, salmon en croute, samosas, pakora, bhajis, vool-au-vent, Spanish tapas, breaded vegetables (breaded zucchini/courgettes, mushrooms), devilled eggs, stuffed grape leaves, mini quiches, and breaded meat/fish products positioned as a snack or party food. Mini pizzas and mini calzones are categorised under *Pizzas*.

Meat Snacks

Defined as meat-based products that are designed for snacking. These products generally require zero to minimal preparation besides heating. Products include: dried meat, beef/turkey jerky, snack sausages, pork scratching, kippered meat, meat sticks, pickled sausage, pork rinds and chicharron, snacking pepperoni and certain fish-based snacks (common from Asian countries).

Nuts

Includes all types of nut and seeds packaged and positioned as a snack. Excludes nuts that are covered in yogurt or chocolate (as these are positioned as confectionery). Also excludes nuts that are designed for baking purposes, these go under *Baking Ingredients and Mixes*.

Other Snacks

Includes all snacks that do not fit into one of the other snack sub-categories. Also includes any products where the main ingredient is vague, such as starch, flour or refined flour. Sago, pearl sago and sabudana sago are categorised here. Processed konjac snacks are also categorised here. Konjac is also known as konjak, konjaku, devil's tongue, voodoo lily, snake palm and elephant yam. Konjac slices are categorised under *Vegetable Snacks*. Also included here are variety packs that contain more than one type of carbohydrate-based snack, eg. record 10237108 contains Doritos, Lays, Ruffles and Cheetos.

Popcorn

Includes all varieties of popcorn (or popping corn) regardless of flavour. Includes ready-made or make your own.

Potato Snacks

Includes all potato snacks and potato-based snacks, including the following formats: potato powder; potato flour; dehydrated/dried potatoes; potato starch; potato flakes; potato sticks; and potato slices. Includes both savoury and sweet flavours. Sweet potato and yam snacks are categorised under *Cassava & Other Root Based Snacks*.

Rice Snacks

Includes all rice snacks and rice-based snacks, including the following formats: rice flour; rice grits; puffed rice; rice flakes; rice meal; and rice starch. Includes both savoury and sweet flavours.

Snack Mixes

Described as assorted products mixed together for snacking. The product is typically a mixture of two or more of the following ingredients: nuts, savoury/salty snacks, sweet snacks, confectionery, cereals, fruit, popcorn, and in some instances meat products.

Snack/Cereal/Energy Bars

Includes energy bars, granola bars, "health" bars, fruit bars, and cereal bars.

Vegetable Snacks

Includes all fresh and dried vegetable snacks made using whole vegetables or parts of vegetables. This sub-category also includes other plants and fungus, which are not normally referred to as vegetables. Snacks are often made from the following types of vegetables: corn/maize; peas; split peas; lentils; beans/pulses, including natto; seaweed (including laver); kelp; carrots; celery; bamboo; parsnip; onion; beetroot; fungus, such as mushrooms (including enokitake); garlic; okra; pumpkin; cactus; bracken, which generally refers to ferns; and eggplant. Also included are vegetable mixes that contain only vegetables. Processed vegetable snacks, such as vegetable crisps made with vegetable extracts or powder, are categorised according to the main carbohydrate. Vegetable crisps made from slices of vegetables are categorised under *Vegetable Snacks* - this does not include slices of root vegetables, such as potato and cassava, which are categorised under *Potato Snacks* and *Cassava & Other Root Based Snacks*, respectively. Snack mixes containing vegetables and another type of snack, such as fruit, are categorised under *Snack Mixes*. Processed corn and bean snacks are categorised under *Corn Based Snacks* and *Bean Based Snacks*, respectively. Fried pieces of bean are categorised here. Mustard tubers are the stems of the mustard plant, rather than the root—these products are categorised under *Pickled Condiments*. Slices of konjac are categorised here, but processed konjac products are categorised under *Other Snacks*. Konjac is also known as konjak, konjaku, devil's tongue, voodoo lily, snake palm and elephant yam. Plantain crisps are categorised under *Fruit Snacks*.

Wheat & Other Grain Based Snacks

Includes all wheat snacks and wheat-based snacks, including the following formats: wheatflour; wholewheat; and wheat semolina. Also categorised here are spelt snacks, kamut snacks as well as durum snacks. Spelt, kamut and durum are types of wheat. Includes both savoury and sweet flavours.

Soup, Wet and Dry

Dry Soup

Described as dry products (usually mixes) designed to be mixed with liquids to make soup. Includes products that have other uses as long as they are referred to as soup (e.g. onion soup mix).

Wet Soup

Includes all types of wet (prepared soup) that typically just require heating. Includes canned, fresh, chilled, and frozen soups.

Sports & Energy Drinks

Energy Drinks

Usually carbonated/fizzy drinks that claim to awaken or provide alertness. Beverages which promote alertness and usually marketed as a soft drink with added benefits. Includes all formats such as RTD, dilutable powder, and liquid concentrate/gel formats.

Sports Drinks

Usually non-carbonated. Beverages which are claimed to rehydrate/replenish, as well as restore minerals, sugar, and other nutrients usually lost during exercise. Some are also claimed to improve performance and increase endurance. Sports drinks are often described as isotonic (having the same salt content as blood). Includes all formats such as RTD, frozen, powder, liquid concentrate and gel formats.

Sugar & Gum Confectionery

Boiled Sweets

Any flavoured candies made from boiled sugar and resulting in hard or soft drops; mints and lollipops are excluded. Examples are fruit drops, acid drops and barley sugar. Boiled sweets that are hard on the outside and soft or liquid in the middle are included. Leading global brands include Jolly Ranchers & Life Savers. There are many varieties of boiled sweet but often they are referred to as Candy.

Gum

Chewing gum and bubble gum. This also includes gum with dental care properties.

Liquorice

This covers liquorice (licorice) or salmiac/salmiak flavoured products, principally in the form of chews. Sometimes a product may have combined flavourings including liquorice eg: a chew with a liquorice centre covered in a fruit glaze. Where this is the case, the product is to be considered as liquorice, not as a chew or pastille.

Lollipops

Any sweets (usually boiled sweets but not exclusively eg caramels and occasionally chocolate flavoured) sold on sticks are included. Also include lollipops containing a chewing gum. Leading global brands include Chupa Chups, Look-O-Look, Tootsie Roll Pops.

Marshmallows

A confectionery product whipped into a spongy consistency and then cut and formed into a variety of shapes.

Medicated Confectionery

These sweets are generally made from boiled sugar and are commonly enriched with ingredients that give the product a medicinal purpose. Products in this sub-category are medicated for an intended purpose, usually for decongestive effects or to soothe sore throats. Leading global brands include Halls, Ricola, Tunes, and Strepsils.

Mixed Assortments

Often packaged in bags, mixed assortments contain a variety of sugar confectionery products that, on their own, would cross over various other sub-categories. An example would be a bag of sweets including pastilles, lollipops, marshmallows etc.

Other Sugar Confectionery

Any sugar confectionery product not included above, eg sweet liquid concentrates/jellies sold as candies, marzipan etc. Halva products are included that are usually made from ground sesame seeds (tahini) and honey, sometimes with the addition of chopped dried fruit and pistachio nuts. Includes fruit roll-ups where the main ingredient is sugar, if the main ingredient is fruit, then categorise under *Fruit Snacks*. Candied or crystallised fruit and ginger are categorised here, unless they are marketed as baking ingredients. Compressed powder confectionery, such as PEZ, Refreshers and Sweethearts are categorised here.

Pastilles, Gums, Jellies and Chews

Any flavoured soft/chewy candies made from fruit juice boiled with sugar and gelatine. Jellied fruits are included. Pastilles, gums, jellies and chews containing liquorice or liquorice flavoured are excluded; these are included in *Liquorice*. Leading global brands include Starburst, Y&S Twizzler, Skittles, Mentos Fruit.

Standard & Power Mints

Any sweets flavoured with mint/spearmint/peppermint fall under the heading regardless of type or texture ie size, sugarised, sugar-free, soft, hard, etc. The standard sweets do not have a strong mint taste. Medicated mints are excluded. Leading global brands include Tic Tac, Mentos Mint, Trebor, Clorets. Power mints are characterised by a strong mint taste which is due to the addition of ingredients such as xylitol and flavour enhancements and/or a much higher concentration of mint. Power mints are also marketed as breath fresheners. Leading global brands include Smint, Frisk & Clorets

Sticks, Liquids & Sprays

Sugar confectionery formed into the above shapes and consistencies. Spray and liquid confectionery are very similar but rely on the packaging to define what they are. Stick candy is sugar confectionery shaped into a stick form, it is often called sticks on the pack. Candy canes are to be categorised here.

Toffees, Caramels and Nougat

Toffee are hard, chewy candies made of brown sugar or molasses and butter or caramelized sugar cooled in thin sheets. Includes fudge, as well as brittle and similar items, such as chikki. Caramels are smooth chewy candies made with sugar, butter, cream or milk. Nougats are chewy confections made from a sugar or honey paste into which nuts and/or fruits are typically mixed. Cadbury's Choclairs or Cadbury's Chocolate Eclairs are included here (these are not bagged selflines). Leading global brands include Werther's Original, Pearson Nips, Alpenliebe.

Sweeteners & Sugar

Artificial Sweeteners

An artificial food additive that duplicates the effect of sugar in taste, usually with less food energy than standard sucrose. This sub-category includes sugar substitutes such as acesulfame-K/acesulfame potassium, sucralose, aspartame, cyclamate, saccharine. Well-known brands are: Nutrasweet, Canderel, Equal, Splenda. Blends of artificial sweeteners, with either natural sweeteners, sugars or both are categorised here.

Other Natural Sweeteners

Other sweeteners used in food preparation, produced from natural sources other than sugar cane and beet. These can be produced from: sap (maple syrup, birch syrup), roots (yacon syrup, liquorice), fruits (watermelon, pumpkin, dates, carob etc.), seeds (corn, barley malt), leaves (stevia, Chinese jiaogulan).

Also included in this sub-category are Polyols or sugar alcohols, such as mannitol, sorbitol, xylitol, maltitol, isomalt, and erythritol. The following are all low calorie sweeteners (incompletely absorbed in the small intestine), usually marketed as natural, healthy sweeteners: Erythritol is created by a fermentation process derived from corn; Xylitol is manufactured from corn; Maltitol is derived from chicory and roasted malt; Sorbitol is manufactured from corn syrup; Mannitol is extracted from seaweed for use in food manufacturing; Lactitol is produced from milk sugar; Isomalt is produced by the hydrogenation of corn sucrose; Polydextrose is prepared by melting and heating corn dextrose.

Blends of natural sweeteners with sucrose are categorised here. Blends of natural sweeteners with artificial sweeteners are categorised under *Artificial Sweeteners*. Honey is to be categorised under **Sweet Spreads – Honey**, breakfast syrup, Golden Syrup, molasses and agave nectar/agave honey are categorised under **Sweet Spreads – Syrups**.

Sucrose

Sugar is an informal term for a class of edible crystalline substances, characterized by a sweet flavour. In food, sugar almost exclusively refers to sucrose (also called "table sugar" or "saccharose"), which primarily comes from sugar cane and sugar beet.

The sub-category includes sugar in all formats: granulated, caster, icing, confectioners, cubes, crystals, brown, raw etc. It has many regional and commercial names including demerara, jaggery, muscovado, panela, piloncillo, turbinado sugar etc., that are all made from sugarcane. Blends with other natural sweeteners are categorised under *Other Natural Sweeteners*, blends with artificial sweeteners are categorised under *Artificial Sweeteners*. Honey is to be categorised under **Sweet Spreads – Honey**, breakfast syrup, Golden Syrup, molasses and agave nectar/agave honey are categorised under **Sweet Spreads – Syrups**.

Sweet Spreads

Caramel & Cream Spreads

All spreadable caramel preparations, made from mixing milk and sugar to the consistency of a thick, sweet caramelized sauce with a medium brown colour. Also includes sweet cream-based spreads that do not fall into any of the other Sweet Spread definitions. This sub-category includes specialities such as dulce de leche, doce de leite, cajeta, manjar, ariquepe and confiture de lait, as well as marshmallow fluff/cream.

Chocolate Spreads

All chocolate flavoured spreads, which are eaten mostly on bread, toast, cakes, muffins and other bakery products, including sprinkle spreads. Although it tastes, smells and looks like chocolate, it does not solidify. The paste usually contains cocoa and oil, and is also likely to contain milk, honey or nuts. This sub-category includes brands such as: Nutella from Italy; Nocilla from Spain; Nudossi and Winsenia from Germany; Alpella from Turkey; Nugatti from Sweden; and Nucita from Venezuela among other similar products.

Confiture & Fruit Spreads

Confiture refers to fruits or vegetables that have been prepared and canned for long term storage. The preparation of fruit preserves traditionally involves the use of pectin as a gelling agent, although sugar or honey may be used as well. There are various types of fruit preserves made globally, and they can be made from sweet (fruit) or savory ingredients (vegetables, e.g. tomato jam), although chutneys are categorised under *Pickled Condiments*. Includes: jams (entire fruit including the pulp); marmalade (English-speaking usage "marmalade" almost always refers to a preserve derived from a citrus fruit, most commonly oranges); jelly (clear fruit spread consisting of firmed fruit (or vegetable) juice made with pectin); fruit curd; and fruit butter.

Honey

Sweet, viscous liquid food, dark golden in colour produced by honey bees (and some other species), and derived from the nectar of flowers. Its flavour and colour are determined by the flowers from which the nectar is gathered. Also includes honey jelly and honey syrups, honeys blended with other syrups.

Nut Spreads

Spreadable food preparation made by crushing nuts. The result has a high fat content and can be spread like butter, but is otherwise unrelated. Nut butters include: almond butter; cashew butter; hazelnut butter; macadamia nut butter; peanut butter; pecan butter; pistachio butter; coconut spreads and walnut butter. Similar spreads can also be made from seeds: pumpkin seed butter; soybean butter; sunflower seed butter. Nut spreads often also contain jam or jelly. Halva or halawa spreads are categorised here, whereas non-spreadable halva and halawa belong in *Other Sugar Confectionery*.

Syrups

Thick, sticky and sweet liquids made from a solution of sugar and water. Includes Golden Syrup, molasses, agave nectar/agave honey and breakfast syrup (e.g. maple syrup).

Water

Flavoured Water

Flavoured Waters are typically mineral or spring waters with a subtle flavour achieved by the addition to the water of, typically up to 2ml per litre of fruit juice, essences and/or aromatic substances, plus usually some form of sweetener. Flavoured water tends to be clear in appearance, tends to have more subtle flavours than carbonates and other still drinks and is often promoted as an extension of a bottled water brand. Coca-Cola's Glacéau and This Water from Innocent are two of the key brands in this area. The Flavoured Water subcategory only includes products that are marketed as such, hence, if the product does not mention the word "water" on pack then it is classified under *Fruit/Flavoured Still Drinks*.

Water

On-pack terms must describe the products as water. Includes carbonated/sparkling water, mineral water, and still water. Soda water, club soda, and seltzer water are included. Excludes tonic water (quinine). Still drinks that are marketed as flavoured waters are categorised under *Flavoured Waters*.

Non-Food

Air Care

Candles

The GNPD only covers candles that are fragranced or intended to freshen the air. Excludes pest control candles (e.g. citronella candles); these are classified in **Pest Control—Insect Killers/Repellents**.

Non-Powered Air Fresheners

All non-powered (battery/AC powered) air fresheners for use in the home or car. Includes de-humidifiers or desiccants, fridge deodorisers and other odour absorbing air fresheners (e.g. activated charcoal or silica gel). Also included are vacuum cleaner air fresheners and air fresheners for shoe cupboards.

Powered Air Fresheners/Deodorisers

All powered (battery/AC powered) air fresheners/deodorisers in all delivery formats. Includes electrical plug-ins, and battery-operated air fresheners as well as their refills.

Cleaning Equipment

Shoe Care

Includes shoe care products in all delivery formats such as polish, cleaning wipes, deodorisers and cleaners for shoes, boots and trainers/sport shoes. Also includes shoe fresheners to be sprayed directly on the shoes/trainers. Excludes shoelaces and other accessories.

Sponges, Mops, Dusters & Dry Cloths

Includes all cleaning hardware products such as mops, dry dusters, textile and non-woven cloths and sponges designed for wiping surfaces. Includes cleaning equipment for washing dishes, such as scourers, washing up sponges and brushes. Also includes lint removers. Excludes personal care sponges (bath sponges, puffs).

Colour Cosmetics

Body Colour Cosmetics

Products to temporarily colour the skin of the body, such as shimmer powders, body glitters, wash-off instant body bronzers, body foundations and temporary tattoos. Excludes: cosmetics positioned for use on both the body and the face (categorised under *Multi-Use*); and self-tanners that stain the skin for an extended period of time (these are classified under **Skincare – Sun – Self Tanning**).

Eye Colour Cosmetics – Eye Brow

Cosmetic products, in any format, for use on the eyebrows only to define and shape. Includes brow gel, brow mascara, brow builders/fillers, brow pencils, brow powders, brow serums and brow compacts. Includes dual-ended packs, palettes and sets when each product is intended to be used on the eyebrows, but excludes: dual-ended packs, palettes and sets when only one product is to be used on the eyebrows (such as Eye Liner and Brow Mascara), or products that are positioned for more than one purpose (i.e. Brow & Lash Gel) – these are classified under *Multi-Use*.

Eye Colour Cosmetics – Eye Lash

Products to enhance the eyelashes only, such as mascara, lash jewels or false lashes. Excludes: uncoloured lash growth serums and treatments (categorised under **Skincare – Eye Care**); eyelash curlers (the GNPD does not cover these); brow mascara; lash primer (categorised under *Face Colour Cosmetics – Primer*); brow & lash gels (classified under *Multi-Use*); and dual-ended packs, palettes and sets when only one product is to be used on the eyelashes (such as lip gloss & mascara), or products that are positioned for more than one purpose (i.e. MascaLiner (a mascara & liner in one)) – these are also classified under *Multi-Use*.

Eye Colour Cosmetics – Eye Liner

Liquid, stick or powder liner to define the eyes. Product will usually refer to itself as a liner, kohl or kajal. Liquid liners are traditionally packaged in small bottles with tiny brush or felt applicators for sharp, precise lines; powder-based eye pencils are usually wooden and available in dark, matte shades; wax-based eye pencils are usually softer, apply easily, are available in a host of colours from light to dark, and can also be available in compacts; whilst kohl/kajal is a soft powder in dark, matte shades that can be pencil, pressed powder or loose powder. Includes dual-ended packs, palettes and sets when each product is intended to line the eyes, but excludes: make-up removing pencils (categorised under **Skincare – Eye – Cleansers**); and inseparable dual-ended packs, palettes and sets when only one product is to be used as an eyeliner (such as eye liner & lipgloss), or products that are positioned for more than one purpose (i.e. MascaraLiner (a mascara & liner in one)) – these are classified under *Multi-Use*.

Eye Colour Cosmetics – Eye Shadow

Shadow/colour for the eyelids and the skin up to the brow bone, in any format, including mousse, powder and cream. Can be available in a host of shades and textures. Includes dual-ended packs, palettes and sets when each product is intended to shadow the eyes, but excludes: pencils (please categorise under **Skincare – Eye – Cleansers**); eye primers or 'bases' (categorised under *Face Colour Cosmetics – Primer*); eye concealers (categorised under *Face Colour Cosmetics – Concealer*); and dual-ended packs, palettes and sets when only one product is to be used as an eyeshadow (such as Mascara & Shadow) or products that are positioned for more than one purpose (i.e. shadow that is positioned for use on the eyes and the cheeks) – these are classified under *Multi-Use*.

Face Colour Cosmetics – Blush

Colour cosmetics for the cheeks in any format (i.e. powder, mousse or liquid). Sometimes referred to as 'rouge', and is traditionally a shade of red (from pink to crimson) to make the face appear more youthful and to emphasise the cheekbones. Includes dual-ended packs, palettes and sets when each product is intended to be used as a blush. Excludes: radiance powders for the entire face (categorised under *Face Colour Cosmetics – Powder*); bronzing blushes (categorised under *Face Colour Cosmetics – Bronzer*); and dual-ended packs, palettes and sets when only one product is to be used as a blush (such as Eyeshadow & Blush), or products that are positioned for more than one purpose (i.e. Face & Body Blush) – these are classified under *Multi-Use*.

Face Colour Cosmetics – Bronzer

Products that sit on the face to provide temporary, wash-off colour, created to give the skin an instant sun-kissed look. Can be any format, but are typically powders. Excludes: products that stain the skin for extended wear (these are classified under **Skincare – Sun – Self-Tanning**); and dual-ended packs, palettes and sets when only one product is to be used as a facial bronzer (such as Foundation & Bronzing Powder), or products that are positioned for more than one purpose (i.e. Face & Body Bronzer) – these are classified under *Multi-Use*.

Face Colour Cosmetics – Concealer

Products designed to cover blemishes or neutralise pigment irregularities, for sporadic application on facial areas of concern, not total coverage. Concealers (sometimes referred to as 'colour correctors') tend to be more heavily pigmented than foundations. Can be any colour, but are most notably skin-coloured, green (to hide redness) or purple (to add radiance). Concealers can also contain added benefits, such as acne-fighting or moisturising, and finishes range from matte to 'light-diffusing'. Can be for the face or eye area, in any format and includes BB concealers. Excludes: make-up removing pencils (categorised under **Skincare – Face/Neck Care**); dual-ended packs, palettes and sets when only one product is to be used as a concealer (such as Concealer & Foundation) – these are classified under *Multi-Use*.

Face Colour Cosmetics – Foundations/Fluid Illuminators

Make-up for the face designed to even skin tone and provide overall colour coverage in any format or texture, including powder foundations, BB foundations, BB Powder foundations and cream-to-powder foundations (these are solid creams). Foundations are also commonly referred to simply as 'base' or 'makeup'. There is a difference between foundation 'bases' and primer 'bases' – foundation 'bases' will always be skin-coloured, primer 'bases' will never be skin-coloured (with the possible exception of eye primers). Also includes fluid products that refer to themselves as 'illuminators', but are not tinted moisturisers. Excludes: BB creams and make-up removing pencils (categorised under **Skincare – Face/Neck Care**); liquid bronzers (categorised under *Face Colour Cosmetics – Bronzer*); tinted moisturisers (categorised under **Skincare – Face/Neck Care**); and dual-ended packs, palettes and sets when only one product is to be used as a foundation (such as Primer & Foundation), or products that are positioned for more than one purpose (i.e. Face & Body Foundation) – these are classified under *Multi-Use*.

Face Colour Cosmetics – Powder

Powder for the face only to help 'set' foundation, or add luminescence to the face as a whole. Can be loose or pressed. Includes all-over powder, setting powder, BB powder and BB pact. Beware of facial highlighting powders for sporadic application only – these should be categorised under *Multi-Use*. Excludes: BB powder foundation (categorised under *Face Colour Cosmetics – Foundations/Fluid Illuminators*); bronzing powders (categorised under *Face Colour Cosmetics – Bronzer*); face & body powders (categorised under *Multi-Use*); powder foundation or cream-to-powder foundation (categorised under *Face Colour Cosmetics – Foundation*); and highlighting powders for occasional sections of the face (i.e. cheekbones and eyes), dual-ended packs, palettes and sets when only one product is to be used as a powder (such as Powder & Foundation), or products that are positioned for more than one purpose (i.e. Face & Body Powder) – these are classified under *Multi-Use*.

Face Colour Cosmetics – Primer

Products designed specifically to be used on the face prior to applying foundation, eye colour, lash colour, lip colour, etc, to prepare the skin/lips/lashes. Can be any format, but are traditionally liquids and includes BB primers. Primers, with the exception of eye primers, will never be skin-coloured, but are occasionally shaded with green (to counteract redness) or lilac (to add a touch of radiance to skin), although most are uncoloured. Skin-coloured facial 'bases' are categorised under *Face Colour Cosmetics – Foundation*. If it is an uncoloured overall 'base' it is a Primer. Excludes dual-ended packs, palettes and sets when only one product is to be used as a primer (such as Primer & Foundation) – these are classified under *Multi-Use*.

Lip Colour Cosmetics – Lip Colour

Products designed to give texture and colour definition to the lips, in any format (such as powder, gloss, stick, compacts and liquid). Includes lip stains, lipstick top coats, lipstick sealants, lip jewels, clear and coloured lip gloss, dual-ended packs, palettes and sets when each product is intended to be used as a lipcolour, and coloured or glossy lip plumpers (but excludes plumping treatments, or plumpers designed to be applied under lip colour – categorised under **Skincare – Lip Care**). Also excludes: lip make-up removing pencils (categorised under **Skincare – Lip Care**); lip liners (categorised under *Lip Liner*); tinted lip balms (categorised under **Skincare – Lip Care**); and dual-ended packs, palettes and sets when only one product is to be used as a lipcolour (such as Lip Primer & Lipstick), or products that are positioned for more than one purpose (i.e. stain for the lips & cheeks) – these are classified under *Multi-Use*.

Lip Colour Cosmetics – Lip Liner

Products designed to line the lips and help prevent lip colour from 'bleeding'. Can be coloured or colourless, and are traditionally in a pencil format. Includes dual-ended packs, palettes and sets when each product is intended to be used as a liner, but excludes: lip make-up removing pencils (categorised under **Skincare – Lip Care**); and dual-ended packs, palettes and sets when only one product is to be used as a lip liner (such as Lip Liner & Lipstick), or products that are positioned for more than one purpose (i.e. Lip & Eye Liner) – these are classified under *Multi-Use*.

Multi-Use

Dual-ended packs, palettes and sets that contain multi-sub-subcategory products, such as Lipstick & Liner, and Lip Gloss & Mascara. Also includes products positioned for use on more than one area of the face/body, such as Glitter, Face & Body Bronzer or Lip & Cheek Stain, sporadic-use liquid and powder highlighters, and make-up fixers to hold facial make-up in place. Excludes: make-up removing pencils (categorised under **Skincare – Face/Neck Care, Lip Care, Hand/Nail Care or Eye – Cleansers** as applicable); and dual-ended packs, palettes and sets where each product falls into one sub-subcategory only, such as multi-eyeshadow palettes or a dual-ended lip liner.

Nail Colour Cosmetics

Nail polish, including colour, varnish, base coat, top coat, false nails, nail drying drops and sprays, and nail art products. Also includes dual-ended packs, palettes and sets when each product is intended to be used either as a nail colour/base coat/top coat/for nail art (such as a French manicure kit). Excludes: uncoloured nail treatments, such as nail strengtheners (categorised under **Skincare – Hand/Nail Care**); nail varnish removers (categorised under **Skincare – Nail Enamel Removers**); and dual-ended packs, palettes and sets when only one product is to be used as a nail colour/base coat/top coat/for nail art (such as a Lip Gloss & Nail Colour) – these are categorised under *Multi-Use*.

Deodorants

Deodorants

Defined as products that prevent or mask the smell of perspiration and which are used on the underarms or all over the body. Common products include deodorants, antiperspirants, antiperspirant deodorants, deo cologne, and body deodorants in all formats (aerosols, sprays, pumps, roll-ons, stick, gel, cream, liquid, and wipes). Excludes products that claim to hydrate the skin while deodorising, these go under **Skincare**.

Diapers & Feminine Hygiene

Diapers

Used to categorize baby, toddler, and pre-teen diapers. Includes disposable diapers, disposable training pants and swim pants.

Feminine Hygiene Products

All feminine hygiene products excluding pads and tampons. This includes intimate soaps, nursing pads, feminine wipes and deodorants etc.

Incontinence Products

These products are designed for use by adults and include underpants as well as some personal cleansing sprays. Includes disposable panties/underwear, but only if marketed towards incontinence sufferers.

Pads

This includes sanitary towels, sanitary pads, sanitary napkins, menstrual pads and pantyliners. This does not include products designed specifically for those with bladder problems or weakness, these go under *Incontinence Products*.

Tampons

All types of tampon for use during the menstrual cycle.

Wipes

The GNPD defines wipes as a delivery method and this sub-category is intended for wipes for use on the body. Products include baby wipes, travel wipes, and wipes to clean hands.

Dishwashing

Dishwasher Care

Includes products exclusively formulated for the care of dishwashing machines. Products in this sub-category include ancillaries such as salt, water softeners, dishwasher cleaners and de-scalars. Also includes dishwasher fresheners/deodorisers to keep the dishwashing machine free from odours. Products to cater for both dishwashers and regular washing machines are categorised here.

Dishwashing - Automatic

Includes products exclusively formulated for use in automatic dishwashing machines. This sector consists of powder, tablet and liquid products. Includes all-in-one products (3-in-1 cleaning detergent, salt, and rinse aid in one tablet).

Dishwashing – Hand

All products for manual dishwashing in all formats (liquid, foam, powder, concentrates), such as washing-up liquid, dish liquids. Also includes vegetable and fruit cleansers that remove residues and wax.

Rinse Aid

Includes all dishwashing rinse aid products typically for automatic dishwashers.

Fabric Care

Automatic Detergents

Includes various types of laundry detergents for use with machines. Fabric care detergents that can be used for both hand and machine washing are classified in this sub-category.

Bleach/Fabric Brighteners

Includes all fabric bleach and detergent boosters (designed to add brightness without bleaching) that are used in the wash in addition to detergents. Includes hand and machine-washing fabric care products and colour run removers/preventers. Excludes fabric detergents with added whitening action or boosters (these are classified under the appropriate detergent sub-category). Also excluded are bleaches that are predominantly for hard surface care (these are classified as *Hard Surface Care*).

Conditioners & Softeners

Includes all additional laundry aids, which are intended to soften, freshen fabrics available in liquid, fragrance-impregnated sheets, or in capsule/liquid format. Includes all fabric conditioners that make ironing easier.

Fabric Fresheners/Moth Repellents

All products intended to refresh and revive fabrics/clothes between uses and while in storage. This sub-category includes fabric-freshener sprays and fabric deodorisers. Also included are fragranced sachets for drawers & wardrobes, linen spray, aromatherapy linen sprays and moth repellents for fabrics/clothes. Excludes fabric fresheners/deodorisers for carpets and rugs.

Hand Detergents/Shampoos

Includes various types of laundry detergents for non-machine use in powder, liquid, and laundry bar formats.

Ironing Aids

All non-washing machine ironing aids that make ironing easier, including starch and fragranced ironing waters.

Stain/Spot Removal

All stain/spot removers for clothes and includes both pre-wash and in-wash products. Also includes in-home dry cleaning products.

Upholstery/Carpet

Carpet and upholstery cleaners and carpet deodorisers in all formats including rug shampoo, spray, powder, mousse, wipes, etc. Includes all products that clean and freshen carpets and rugs. Includes products that care for and clean leather upholstered furniture, car interiors, and sofas.

Washing Machine/Iron Care

Includes products exclusively formulated for the care of automatic washing machines. Products in this sub-category include ancillaries that disinfect, remove limescale, dirt and unpleasant odours from the washing machine. Also includes all products that care for the iron. Products to cater for both dishwashers and regular washing machines are categorised under *Dishwasher Care*.

Fragrances

Men's Fragrances

Fine fragrances including eau de toilette, eau de parfum, after-shave splash-on fragrances.

Unisex Fragrances

Targeted at both men and women. This is also used when the target gender is not specified.

Women's Fragrances

Fine fragrances including eau de toilette, eau de parfum.

Hair Products

Conditioner

Includes all haircare products that attempt to improve the texture and appearance and increase the overall ease of manipulating and handling of human hair. Conditioning agents include moisturisers, oils and lubricants for hair. Excludes leave-in and no rinse conditioners, and other intensive conditioning products (these go under **Haircare – Treatments**). Also excluded are products for use by professional salon staff.

Hair Colorants

Colorants include: permanents, which do not wash out of the hair; demi-permanents, which last for up to 24 washes, semi-permanents, which fade after 6-8 washes; and temporary colorants, which are designed to be washed in and washed out. In addition, this sub-category includes highlighting kits, bleaches and hair lighteners, all of which work in much the same way as permanents. Also included are coloured mousses, gels and waxes, hair mascaras and hair colouring pencils/wands.

Hair Styling

Products designed to aid in, or provide hold or protection during styling. Includes hair spray and spritz, heat protection sprays, styling gel and mousse, setting/wrap lotions, pomades and waxes, and hair dressings.

Hair Treatments

Treatments include products, usually for occasional use, to improve the look and feel of hair texture without providing hold. Treatments include leave-in OR no-rinse conditioners, split end treatments, hair loss and anti-frizz serums, hair fragrances, straightening/relaxer kits, and scalp oil to treat scalp conditions. Also included in this sub-category are combing creams and leave-in detangler sprays. Excluded are preventative and anti-lice/nit treatment products, these are categorized under **Healthcare - Personal Insect Treatments/Repellents**, however post-treatment products are included).

Shampoo

Includes hair products designed to clean hair and scalp and remove oils, dirt, skin particles, and environmental pollution that gradually build up on hair. This sub-category includes: medicated & anti-dandruff formulae; 2-in-1 shampoo & conditioner combinations; shampoos for hair growth; baby shampoos; post-lice shampoos (to soften hair after lice treatment use), dry shampoos, and shampoo & conditioner twin packs. Excluded are 2-in-1 shampoo & shower gel combinations (these are classified as **Soap & Bath Products – Shower Products**); lice/nit shampoos (preventative shampoos and anti-lice/nit products), these are categorized under **Healthcare - Personal Insect Treatments/Repellents**; and products for use by professional salon staff.

Hard Surface Care

All-Purpose/Multi-Purpose Surface Care

Multipurpose surface cleaners/disinfectants available as liquids, gels, powders etc. Includes products that are meant to clean various household surfaces that do not necessarily mention “all- purpose/multi-purpose” on pack.

Bath, Shower & Tile Care

Includes products that remove normal soils found on baths, showers and tiles as well as hard water deposits, soap scum, rust stains, and/or mildew and mould. Includes shower spray cleaners to prevent soap and scum build-up, which eliminates the need for regular scrubbing. Also included are lime and rust removers.

Bleach/Disinfectant

Includes bleach in all formats (liquid and gel) and disinfecting detergents for household purposes. Includes bleach where no specific function is stated. Excludes bleach products that are primarily for fabric care purposes.

Drain Care

Includes products that unclog kitchen and bathroom drains. Includes septic tank treatments. Also includes oil solidifiers, products that solidify oil so that it is not poured down the sink.

Floor Care

All products formulated for the care of household floor surfaces such as linoleum, wood, tile & mosaics. Excludes products for cleaning carpets (these are included in the **Fabric Care – Upholstery/Carpet** subcategory).

Furniture Care

All products formulated to care for, dust, polish and protect furniture, including polish, wax, oil, and wipes.

Glass Care

All products formulated to clean glass and dry quickly without streaking on windows, glass surfaces, and spectacles. Excluded are glass crockery cleaning products as these are classified as **Dishwashing**.

Household Appliances Care

All products formulated to remove/degrease burned-on soil from ovens, stoves, barbecues, grills, microwave ovens, etc. Includes descalers for kettles and also cleaning products for electronic appliances (computer monitors, TV sets, and stereos).

Kitchen Care

Products in all formats marketed to clean kitchen surfaces.

Metal Cleaners

All products formulated to remove soil and polish metalware, including brass, copper, chrome, and stainless steel surfaces.

Healthcare

Allergy Relief

Includes all formats of products that can be purchased over the counter for the symptomatic relief of allergies such as hay fever. Includes antihistamine products that claim to ease itchy eyes, runny nose, sneezing, etc.

Anti-Fungal

Includes all anti-fungal products for skin such as sprays, powders, cushions, oils and creams. Includes products designed for the relief of athlete's foot. Products for corns are categorized under *Plasters & Bandages*.

Antiseptic Treatments

Includes swabs, creams, gels and liquids designed to sterilize, clean and prevent infection on the skin. Also includes triple antibiotic creams that aid the healing of cuts, grazes, minor burns, etc.

Contraception & Sexual Health

Includes all products relating to contraception such as condoms plus all sexual aids including lubricants and sexual stimulants.

Decongestive, Cough, Cold & Flu Relief

Includes products promoted to reduce the symptoms of coughs, colds and flu. Includes treatments for congested or blocked noses, fevers and sore throats.

Digestive & Detoxifying Treatments

Includes products that claim to relieve acid indigestion, heartburn, or maintain a healthy digestive system. Also included are products for detoxifying the body and liver from symptoms caused by over-indulgence, hangovers, flatulence, products that support liver metabolism as well as products to help with lactose intolerance.

Ear, Eye & Mouth Care

Includes OTC products such as eardrops, plugs and sprays. Also includes eye drops and products for use with contact lenses. Products for the treatment of mouth ulcers and all other oral infections, as well as saline solutions are also in this category.

Oral Rehydration

This subcategory is for products that are designed to replace lost fluids and electrolytes after illnesses such as vomiting and diarrhoea.

Pain Relief

Includes all types of pain relief products such as analgesics, treatments for muscular and joint aches, and menstrual pain. Formats can include tablets, capsules, liquid form, patches and bandages, and sprays.

Personal Insect Treatments/Repellents

Products to be used on the body as either a treatment for or repellent from insects and bites. Pen applicators and other forms of products that ease the pain of insect bites are included, as are sprays and creams that claim to repel insects of all varieties. Also included are preventative and anti-lice/nit shampoos and treatments, but not post-lice treatment products, such as shampoos to soften hair after lice treatment use, which are categorised under **Haircare**). Does not include general insect repellent products for rooms, as these are under the **Pest Control – Insect Killers/Repellents** sub-category.

Plasters & Bandages

Includes first aid plasters and bandages in gel, liquid or spray format. Also includes plasters and patches for corns and lip treatments, post-shaving products that treat nicks, cuts, or stop bleeding (shaving blotters), and first aid kits.

Skin Conditions

Includes products that treat warts, rashes, eczema, dermatitis, or redness. Will normally have soothing properties as other claims to relieve the symptoms of such conditions.

Sleep Aids

Includes all products that are claimed to help people sleep and treat problems such as snoring.

Smoking Cessation

Includes products that aid in quitting smoking. Includes nicotine replacement products in all formats: gum, tablets, patches sprays and inhalators. Also includes herbal-based products that are claimed to help cut the craving.

Stimulants

Products that claim to stimulate the mind or body. They give an increased feeling of power and alertness and relieve tiredness. This does not include *Energy Drinks*.

Test Kits

Includes all types of kits such as pregnancy, diabetes, fertility, etc. First aid kits are categorised under *Plasters & Bandages*.

Vitamins & Dietary Supplements

Commonly known as vitamins, these products are available in all formats. Products include: tablets, capsules, powders, liquids, minerals, herbal supplements, fibre supplements, and daily multi-vitamin supplements.

Many healthcare products come under two broad themes: those that are designed to prevent problems and those that are designed to treat them. The products that are designed to prevent a condition are categorised under *Vitamin & Dietary Supplements* and are normally to be taken on a regular basis, often daily. The products that are designed to treat a condition or symptoms are categorised under the relevant **Healthcare** subcategory and are normally taken for a short period after the condition or symptoms arise.

Other Healthcare

Includes all products that do not fit in any of the above sub-categories. Bird's nest drinks are categorised here.

Home Storage

Bags & Containers

Food storage, sandwich and freezer bags, but also refuse and garbage bags, bin liners, ice cube bags, roasting and microwave bags. Also includes disposable food containers.

Disposable Plates & Cups

Including disposable plastic/paper plates, bowls and cutlery, plastic cups and other drinking vessels, such as wine “glasses” and tumblers, and straws.

Wraps & Foils

Includes aluminium cooking foil, cling film/plastic wrap, microwave wrap, wax paper, grease paper, baking parchment, baking cups/liners, coffee filters, and disposable foil trays.

Oral Hygiene

Dental Ancillaries

Includes denture products, dental floss, interdental sticks, disclosing tablets, tongue cleaners, teeth whitening kits/strips/liquids. Includes interdental brushes but does not include toothbrushes with interdental cleaning qualities, which are categorised under *Toothbrushes*. Includes breath sprays, breath strips and drops designed to freshen breath such as: Listerine and Icy Bites. Excludes dental care positioned gums, these are classified under **Sugar & Gum Confectionery – Gum**.

Mouthwash

Liquid products that can provide cleaning, whitening, antiseptic, anti-cavity, or breath-freshening properties. Includes pre-brushing treatments, rinses, cavity-protection rinses, and rinses that moisturise the mouth. Excludes breath freshening sprays and strips which go under *Dental Ancillaries*.

Toothbrushes

Include standard adult and children’s brushes, interdental and other domestic use dental brushes. Also includes toothbrushes with interdental cleaning qualities but does not include interdental brushes, which are categorised under *Dental Ancillaries*. The electric toothbrush sector covers battery-powered toothbrushes, and includes products marketed as plaque removers, but not mains-powered electric toothbrushes. Toothbrush and toothpaste sets are categorized under *Toothpaste*.

Toothpaste

Products intended to clean and benefit teeth in all formats. Includes 2-in-1 toothpaste & mouthwash products and toothpaste and toothbrush sets. Excludes products that care for dentures such as adhesives and cleaning tablets, which go under *Dental Ancillaries*.

Paper Products

Facial Tissue

Includes facial tissues in all formats, and cotton products such as cotton wool, cotton balls, cotton swabs/buds and cotton pads.

Kitchen & Multi-Purpose Paper

Includes kitchen towels and paper towels for all household purposes. Includes paper napkins and paper hand towels.

Toilet Tissue (Dry and Wet)

Includes toilet tissue, toilet rolls, moistened or scented toilet tissues, and wet toilet wipes and disposable toilet seat covers.

Pest Control

Dust Mites

Includes anti-dust mite products to be used on upholstered furniture, carpets and rugs. Also includes anti-mite vacuum products.

Insect Killers/Repellents

Pest control for domestic use to eradicate/kill/repel flying (flies, moths, mosquitoes, wasps) and crawling (cockroaches, ants, bedbugs, silverfish) insects. Excludes products exclusively for use to deal with garden pests such as aphid sprays and slug treatments. Excludes personal insect repellents, as these are classified in **Healthcare - Personal Insect Treatments/Repellents**.

Rodenticides

Pest control for domestic use to eradicate/kill/repel rats or mice, including mechanical traps, humane traps that do not kill, biological and organic pest control and preventative treatments to reduce risks of infestations.

Pet Products

Includes all non-food pet items for cats or dogs such as cat litter, shampoo, dietary supplements for cats/dogs, grass growing kits, flea treatments, worming preparations, medicated shampoos, oral hygiene equipment. Excludes food items designed to clean teeth, these go under *Pet Food*.

Shaving and Depilatories

Depilatory Products

Including hair removal treatments, creams, waxes and lightening bleaches for face and body that remove or hide the appearance of hair. Includes 'bladeless razors', hair removal mitts and gloves, sugaring sets and depilatory systems. Excludes body lotion from skin care companies which claim to delay facial hair regrowth (classified under **Skincare**) and all electric hair removal tools.

Razors

Includes wet shaving hardware, shaving systems, replacement blades targeted at men and women, and sets based around a branded razor. The GNPD does not monitor electric/plug-in shavers.

Shaving Preparations

Including shaving creams, gels, oils, sets based around shaving preparations, and all products that prepare the skin before shaving. Excludes after-shaving care products (after-shave moisturisers for face or skin) as these are classified under **Skincare**.

Skincare

Body Care

Includes products designed for the maintenance of the body's skin such as moisturisers, moisturisers with a hint of tanner for gradual tanning, protective baby balms and lotions, talcum powder, massage oils and lotions, bust enhancers, and moisturising/hydrating body sprays. Also includes treatment-style products such as body masks, scrubs, nappy rash cream and cooling leg gels. Excludes products that are exclusively for hands or feet, but include products for multiple areas of the body such as hands and face, leg and foot, and foot and hands.

Eye Care

Includes products designed to treat the skin around the eye area. Products include moisturisers, eye masks, eye treatments, lash serums, eye contour creams, and anti-puffiness treatments. Excludes products that can be used in conjunction with another area of the face (such as eye & lip creams).

Eye – Cleansers

Includes products that are exclusively used to remove eye make-up. Products can come in all formats including liquids, creams, and wipes. Excluded are make-up removers for the entire face.

Face/Neck Care

Includes leave in and wash off products designed for maintenance of the face and neck area such as face lotion, face cleansers, face scrubs, face toners, face wipes, moisturisers, tinted moisturisers, moisturisers with a hint of tanner for gradual colouring, daily UV lotions, after-shave lotions, combined eye & lip creams, face blotting papers, BB creams, neck creams and fade creams. Also includes treatment-style products such as face masks, microdermabrasion products, face peels, and blackhead strips/patches.

Foot Care

Includes specialised and daily-use products for feet including intensive moisturisers, foot deodorants, foot powders, and foot scrubs.

Hand/Nail Care

Includes products designed for maintenance of the hands or nails such as moisturisers, hand scrubs, hand creams, cuticle creams, growth treatments and nail strengtheners.

Lip Care

Includes products designed for the maintenance of the lip area such as: lip balms, tinted lip balms, lip moisturisers, lip sun care, lip treatments, lip exfoliators, lip fillers, and lip plumpers/volumisers. Excludes tinted lip plumpers (these are categorised under *Lip Colour Cosmetics*) and products for the lips in conjunction with another area of the body such as lip & eye products.

Nail Enamel Removers

Includes products designed to remove nail colour cosmetics in all delivery formats such as liquids or wipes.

Sets

Includes product sets that include multiple skin care products. Can be from the same sub-category, or differing sub-categories (face, eye, body, etc), and may be full or travel sized.

Sun – After Sun

Includes products specifically designed to hydrate or heal the skin after exposure to the sun.

Sun – Self-Tanning

Includes products that are claimed to artificially colour the skin to give a tanned appearance. Excludes daily moisturisers with a hint of self-tan for gradual colour, and wash-off bronzers.

Sun – Sun/Sunbed Exposure

Includes products designed for use during exposure to UV rays, either in direct sunlight or through a sunbed. Includes sun indicator strips, tan intensifiers, sunbed lotions, pre-sun products, BB sunscreen, and everyday sun protection products with SPFs. Excludes daily use cosmetic and skincare products with the additional benefit of sun protection.

Soap and Bath Products

Bar Soap

Soap bars, primarily used for cleansing hands or body. Includes soap leaves, bar soap multipacks and gift sets, and gift sets based around a bar soap.

Bath Additives

All types of bath products such as foam, cream, oil, bubble bath, bath pearls and beads, solid bath products such as bath salts, beads, grains, crystals, and cubes designed for using while taking a bath. Also includes children's bath paint.

Liquid Soap

Liquid & foam soap (not shower products) primarily used for hand washing. Includes hand sanitisers and all products that clean hands without the need for water, in wipe, gel and liquid format.

Shower Products

All types of shower products such as gels, mousses, body shampoos, body washes, 2-in-1 hair & body washes and 2-in-1 bath & shower products designed to cleanse the skin in a shower and may provide moisturising properties.

Toilet Care

Toilet (Bowl) Cleaners

Lavatory cleaners in liquid, foams, gels, tablets, wipes and powder format. Toilet cleaners are used to physically clean the toilet, as opposed to toilet fresheners, which continuously clean the toilet, normally on flushing.

Toilet (Bowl) Fresheners

Includes lavatory blocks, liquid rim products, in-tank fresheners and specialised lavatory cleaners. Toilet cleaners are used to physically clean the toilet, as opposed to toilet fresheners, which continuously clean the toilet, normally on flushing.

Format Field

This field is to be used to collect information on the format of the product, not the format of the packaging. A format should be selected for each variant on a record.

This field will be filled in for these sub-categories:

- Baby Formula**
- Cheese**
- Coffee**
- Dairy Drinks**
- Deodorants**
- Dishwashing-Automatic**
- Fabric Care-Automatic Detergents**
- Gum**
- Healthcare**
- Ice Cream**
- Tea**
- Stocks**

Baby Formula

There are three format options for the baby formula sub-categories:

- Liquid**
- Power**
- Other**

Baby formula products tend to be in **Powder** (eg: 1376843) or **Liquid** (eg: 1337747) format. There are products with **Other** formats (eg: 797504), although these are rare.

Cheese

There are eight format options for the Cheese sub-categories:

Ball	This format includes all ball shaped cheese, such as curds, crumbed cheese and bocconcini (small balls of cheese). Cottage cheese is often in a ball format (lots of small balls).
Block	This format includes all cheese in blocks, as well as cubed cheese and cheese sticks.
Spread	This format includes all cheese spreads and liquid cheeses, such as dips, pastes, sauces, squeezable cheese and creams.
Shredded	This format includes all shredded cheese, as well as grated and shaved cheese.
Sliced	This format includes all sliced cheese.
Wedge	This format includes all cheese cut into wedges. Processed cheese shaped into triangles, such as Dairylea Triangles, should be considered a spread. Wedges are generally cut from a (whole) round cheese.
Whole	This format includes all cheeses that are sold whole and have not been cut into portions. For example, camembert is often sold whole.
Other	This format includes all forms of cheese that do not fall under one of the other format types. Examples include spray cheese and string cheese. Products consisting of multiple forms of cheese, such as variety packs have no format type selected. Please note that if all the cheese in the pack are in the same format, then that format should be chosen. For example, all the cheese that make up product 978253 are cubed so the format would be Block .

Coffee

There are seven formats for the *Coffee* sub-category:

Bags/Pods/Pre-Filled Filters

Coffee bags are similar in design to Tea Bags but contain granulated or powdered coffee. The bag is added to water to create a coffee drink. (Example ID 679302). Coffee pods are similar to a coffee bag, however they are designed for use only in special coffee making machines. (Example ID 419552). Pre-filled coffee filters are for use in machines or are even placed directly over the cup for ease of use. Unfilled coffee filters (just the paper) do not go in the coffee sub-category, they belong in **Home Storage – Wraps & Foils**.

Beans

Coffee beans in their natural state prior to being ground (Example ID 690608).

Coffee Mixes

Coffee mixes are products that normally contain the 2 parts to a coffee drink. They will be a mix of coffee, sugar or sweetener, and creamer). These products are generally powdered and come in either boxes or single serve sachets (Example ID 893003).

Concentrated (Liquid)

Concentrated liquid coffee (not RTD Coffee) is used the same as any other beverage concentrate. A small amount of the liquid is added to a cup and then requires the addition of water. (Example ID 593669).

Ground

Coffee powder that has been obtained by grinding coffee beans. It includes ground coffee products to be used with filter machines, moka pots, percolators and cafétières.

Soluble / Instant

Soluble / Instant coffees are designed for simply having water added to them. Instant coffee granules are small “lumps” of coffee that require the addition of water. They are generally packaged in jars and the word “granules” will generally feature on the pack. (Example ID 532621). Instant coffee powder is similar to instant granules but has been ground down further to create a powder format that requires the addition of water. As with the granules, powder will often be packaged in jars and will feature the word “powder” on the pack. (Example ID 98216).

Other

For use only when the product does not fit under any of the above.

Dairy Drinks

There are three format options for the dairy drink sub-categories:

Liquid

Power

Other

Milk products tend to be in **Powder** (eg: 893456) or **Liquid** (eg: 864714) format. There are products with **Other** formats (eg: 746193), although these are rare.

Deodorants

There are five format options for the *Deodorants* sub-category:

Roll-on

A ball-like device on the end of a tube or bottle. It is placed directly on the skin and is rolled along.

Sprays

Deodorant products that will generally be packaged in a can and require spraying on to the body.

Stick

A deodorant is normally packaged in a tube and can have a variety of deodorant types within it such as solids, gels and creams. There is generally a twist mechanism that allows the deodorant to move up for when in use and down for when not.

Wipes

Deodorants in the form of impregnated tissue or cloth. They are either packaged in flexibles or tubes and are to be used one at a time.

Other

For use only when the product does not fit under any of the above.

Dishwashing-Automatic

There are five format options for the *Dishwashing-Automatic* sub-category:

Powder	Powdered detergent is often packaged in a large carton but can also be in a bottle and is designed for adding to the detergent tray of the dishwasher.
Liquid	Liquid detergent is often packaged in large bottles and is added to the machine to clean and rinse dishes. Gel detergents are categorised here.
Tablets	Automatic dishwashing tablets are small solid tablets that are generally placed in a the tray section of the dishwasher. They are initially in a form of “pressed powder” and often come with additional layers that perform different jobs such as glass protection, stain removing etc. These must not be confused with capsules or “liquitabs”.
Capsules	Automatic dishwashing capsules are essentially small soluble bags containing liquid or gel that are added to the tray section of the dishwasher so that they dissolve with the water.
Other	For use only when the product does not fit under any of the above.

Fabric Care – Automatic Detergents

There are five format options for the **Fabric Care-Automatic Detergents** sub-category:

Powder	Powdered detergent is often packaged in a large carton and is designed for adding to the detergent tray of the washing machine.
Liquid	Liquid detergent is often packaged in large bottles and is also generally added to the tray section of the washing machine. Gel detergents are categorised here.
Tablets	Detergent tablets are small solid tablets that are generally placed in a small net and added to the drum of the washing machine with clothes to dissolve during the wash. They are initially in a form of pressed powder and can often come with additional layers of liquid or gel. These must not be confused with capsules or “liquitabs”.
Capsules	Detergent capsules are essentially small soluble bags containing liquid or gel that are added directly in to the drum with the clothes so that they dissolve with the water. These may sometimes be called “Tabs” but must not be placed under the Tablet format which is more powder based than liquid.
Other	For use only when the product does not fit under any of the above.

Gum

There are nine format options for the *Gum* sub-category:

Ball	Gum shaped like a ball and coated, eg 1081462 (Gumball Dispenser) or 1081500 (Egg Shaped Bubble Gum). In the UK, these are often referred to as “screwballs”, in the US they are known as “gum balls”.
Centre-filled	Candy-coated chewing gum with a liquid/semi-liquid centre filling, eg 1072543 (Mentos Red Fruit Lime Gum), 1075405 (Wrigley's Extra Liquid Blast Blackberry Melon Flavoured Gums) or 1056131 (Chiclets Fusion). Select the centred-filled gum format for dragées that are centre filled.
Dragee	A pillow-shaped coated pellet, often packed in blister packs, eg 1067329 or 1076498 (Dentyne). Dragées in other shapes, such as ovals, should also have this format.
Powder	Free-flowing gum in powder form, eg 602971 (Hubba Bubba Bubble Jug Tropical Fruit Powdered Gum) or 1062564 (Candy Land Powder Bubble Gum).
Ribbon	Very similar to stick gum in shape, but much longer, coiled up in a container, eg 1065088 (Hubba Bubba Bubble Tape), or 1051388 (Roll'up Tutti Frutti Bubble Gum). The chewer tears off a piece of the desired size.

Square/Cylindrical

Gum that is square or cylindrical shaped. It is often soft but may be firm. This does not include flat sticks of gum, which should have the Stick Gum format selected. This also does not include coated gum, which should have the Dragées format selected the majority of the time. Includes both gum that does and gum that does not form bubbles. Typical examples are Bazooka (911009), Bubblicious (1075487), Dubble Bubble (1071017) and Hubba Bubba (1076875).

Stick Gum A thin, flat slab of gum, eg Wrigley's Juicy Fruit Stix (1080614) or Wrigley's Doublemint (1080822).

Tube/Spaghetti Gum

Very soft bubble gum that can be squeezed from a tube or found in a pouch, eg 767349 (Looney Tunes Summer Grape Gum), 10248864 (Just For Fun Bubble Toobz Squeezable Bubble Gum) or 934069 (Lutti Spaghetti Bubble Gum).

Other For use only when the product does not fit under any of the above.

Healthcare

There are nine formats for the **Healthcare** category:

- Capsule** This format includes all capsules, soft gels, gelcaps and Liqui-Gels™ in pill form. A capsule is defined as a solid dosage form in which the drug is enclosed in a hard or soft soluble container, usually of a form of gelatin. The softgel or soft gelatine capsule is defined as a one piece, hermetically sealed shell wall that can be filled with oils, non-aqueous liquids and solids in a paste or solution form.
- Chew** This format includes all healthcare products that are chewed before being swallowed, such as soft chews, chocolate laxatives and gummy products. Note that the correct format for chewable tablets is **Tablets**.
- Gum** This format includes all healthcare products in gum form. For example, smoking cessation gum and supplement gum are included here.
- Liquid** This format includes all healthcare products in liquid form, including gel that is not in pill form, oil, sprays and mists.
- Lozenge** This format includes all healthcare products for melting in the mouth, such as lozenges, drops and strips. These products are often sugar, sweetener or pectin based.
- Non-Ingested** This format includes all healthcare products that are not ingested. For example, chest rubs and cold or hot patches.
- Powder** This format includes all healthcare products in powder and granulated forms.
- Tablet** This format includes all tablets as well as chewable tablets, caplets (note: gelatin caplets are capsules) and tablets to dissolve in the mouth. A tablet is defined as a dose of medicine in the form of a small pellet. Also included are tablets that need to be dissolved in liquid before consumption, such as effervescent tablets.
- Other** This format includes all forms of healthcare products that do not fall under one of the other format types, for example suppositories are categorised here. Products consisting of multiple forms are not categorised here, these products have no format selected. If all the items in the pack are in the same format, then that format is chosen.

Ice Cream

There are eight formats for the Ice Cream subcategories:

- Bar** This format should be selected for frozen desserts in a bar format. Bars typically consist of ice cream with an outer coating to prevent melting or dripping, such as a thin layer of chocolate or wafer. There may be toppings incorporated into the coating, such as sprinkles, biscuit pieces or pieces of confectionery. The main difference between the bar format and the stick format is that bars do not feature a stick. Tacos are categorised here.
- Cone** Cones are cone-shaped pastries, which are usually made of a wafer similar in texture to a waffle, in which a frozen dessert is served, allowing it to be eaten without a bowl or spoon. There are various types of cones including the following: waffle cones; cake cones (or wafer cones); pretzel cones; and sugar cones. Cones are also known as cornets.
- Complete Desserts** These products are more elaborate than frozen desserts sold in tubs and are sold as complete desserts. The following types of products are included: bouchées, or bite size pieces, Viennetta, tartufo, cassatta, Arctic rolls, ice cream cake and ice cream pralines. Also included are ice cream shapes such as winter pear and ice cream trees. This format is not used for tartufo or cassatta flavoured frozen desserts in tubs for scooping, the **Cup/Tub** format is used instead. Single serving versions (sold as a single item not a multi-pack) of these types of products do not have the complete dessert format selected, but have the **Other** format instead. Complete desserts are for sharing and would normally be cut into portions, rather than scooped from the pack.
- Cup/Tub** This format should be selected for frozen desserts in a small paper or plastic cup or tub. The containers may contain a single serving, such as mini tubs that are often accompanied by a spoon, or multiple servings for sharing, such as 1L and 2L tubs or ½ gallon and pint tubs.
- Push Tube** This format should be selected for frozen desserts in waxed paper tubes to be eaten by pushing or squeezing the dessert up the tube and out of the packaging. Water based frozen desserts are often available in a push tube format. Use this format for products where a stick is used to push up the bottom of the container - this is not to be confused with the stick format, which is for desserts formed around a stick.
- Sandwich** Sandwiches consist of a slice of frozen dessert between two thin layers of wafer or biscuit. Some products are referred to as sandwich cookies.
- Stick** This format should be selected for frozen desserts formed around a stick, by which the dessert can be held. The stick may be made of wood, plastic, candy or sometimes biscuit. These desserts usually feature an outer coating to prevent melting or dripping, such as a thin layer of chocolate. There may be toppings incorporated into the coating, such as sprinkles, biscuit pieces or pieces of confectionery. This format should also be selected for twin-pops, which are frozen desserts on two sticks that can be broken in half. The main difference between the stick format and the bar format is that bars do not feature a stick.
- Other** This format is used when the product does not fit under any of the other formats. Examples include ice cream beads or balls and ice cream sundaes or parfaits. Single serving versions (sold as a single item not a multi-pack) of complete desserts also have this format selected. Products consisting of multiple forms are not categorised here, they have no format selected. If all the items in the pack are in the same format, then that format should be chosen.

Tea

There are six format types for the *Tea* subcategory:

- Bags** Tea leaves or powdered tea in perforated (usually paper) bags. Includes pyramid bags (eg 1052002). Some tea-bags are referred to as pods, such as 969608, but are not designed to be used in a home-style café machines. They are also categorised here.

- Concentrated (Liquid)** Concentrated liquid tea that requires the addition of hot water to make the final product. Also includes concentrated tea pastes, eg 382891. Tea concentrates for making iced tea are categorised under *Beverage Concentrates*. Ready to drink (RTD) is categorised under *RTD Iced Tea*.

- Loose** The traditional way of storing tea, leaves stored loose in a pack. These will often require straining before drinking, an example is 1062646. Also includes herbal teas that in some examples may just be a pack of dried flowers, such as records 10244098 and 10178749.

- Pods** Tea packaged within a pod designed for a special coffee making machine (eg 659696). Brands include Senseo and Tassimo. Pods are also sometimes referred to as discs. Some tea-bags are referred to as pods, but are not the type of pod that can be used in a home-style café machine. An example is 96908, these are categorised under Bags.

- Soluble/Instant** Tea products in a granulated or powdered format to which hot water is added to make the final drink. Instant iced tea should be categorised under Beverage Mixes. These may also include powdered milk and/or sugar, eg. 1046712.

- Other** For use only when the product does not fit under any of the other tea format definitions. Includes tablets (eg 1031112), capsules (eg 868204), perforated tea sticks (eg 1056897) and compressed teas like pu-erh when they do not fit into any other of the above definitions, such as 428972.

Stocks

There are four formats for the *Stocks* subcategory

- Cubed** Stock products that have been pressed into a cuboid shape, a common example is the Oxo Cube (eg: 358387).

- Granules** Stocks in a dry powder format, commonly packaged in jars or cartons (eg: 912207).

- Liquid** Liquid stock can be in concentrated or normal-strength formats (eg: 866114).

- Other** Is for use only when the product does not fit under any of the other format types.

Variety Packs/Sets

The rules for gift packs/sets are as follows:

If the set contains multiple products in different formats, no format type is specified.

If the set contains one product that requires a format with other products that do not, then that format is selected for the whole set.

If the set contains multiple products in the same format, that format type is selected.

Free Gifts

If the product comes with a free gift, select the format type of the main product. The free gift is not considered to be part of the product. A product packed with a free gift is not the same as a gift pack, which is just another term for a set.

Specialised Nutrition

Specialised Nutrition comprises supplemental products artificially formulated to support, manage or treat specific needs and conditions through nourishment. Products contain designed or patented ingredient complexes, and this separates Specialised Nutrition products from simpler traditional foods with similar claims. International food standard bodies often require manufacturers of these products to support functional claims with specific approved ingredients that have been laboratory tested to achieve the claimed effects. Mintel GNPD identifies four key benefits and product types within Specialised Nutrition products: FMPs (Foods for Medical Purposes), Performance Nutrition, Weight Management and Performance Nutrition.

FMPs (Foods for Medical Purposes)

FMPs are products targeted for the general health of the elderly and products formulated for the management of specific health conditions. It includes clinical nutrition products, such as food, drink and supplemental products intended for consumers with specific medical conditions or that address nutritional challenges or increased nutritional requirements. Clinical nutrition products are generally not intended for use by the general public. There is a difference between functional foods and FMPs. Functional foods are for general use and have an additional beneficial effect, whereas Foods for Medical Purposes are suitable for people suffering from medical conditions.

Common formats for this include tube feeds that act as meal replacements for the dietary management of people with various health problems, such as chewing and swallowing difficulties, malnutrition, metabolic disorders, weakened immune systems and those recovering from surgery or other medical treatments. Also includes nutritional supplements including dietary supplements and meal replacements that can be foods such as cream desserts and soups or drinks in liquid or powder form.

Infant Nutrition

Infant Nutrition includes all baby formulas and foods for infant and young children's development, as well as those for conceiving and pre-natal mothers. These products will make specific claims about helping the physical, mental and metabolic growth of the infant. These will include helping to strengthen the immune system, creating strong and healthy bones and teeth, aiding growth or muscle growth and aiding and improving brain function, memory and the senses. Infant Nutrition products will have similar formats to all baby food and will most often be in a powdered food or drink format.

Specialised Nutrition for conceiving and pre-natal mothers has the dual responsibility and purpose of aiding the healthy development of the unborn child whilst simultaneously protecting the health of the mother-to-be. These products make claims related to blood volume and sugar, haemoglobin and red blood cell production, heart health, bone growth and teeth health, aiding the metabolism of key nutrients, rapid cell growth and DNA production, immune health, the prevention of neural tube defects (NTDs) such as spina bifida, protein synthesis stimulation in the baby, healthy eye, heart, limb and hearing development and postpartum tissue repair. International standards for this nutrition type require additional chromium, calcium, folic acid, zinc, iron, and vitamins A, B6, C and D; this is normally specified on pack. The most common format type for these products is powdered drinks and meal replacements.

Performance Nutrition

Performance Nutrition products promote physical and mental performance for athletes. Their functional purposes are directed towards weight and muscle gain, increasing the metabolic rate and enhancing or boosting energy levels, accelerating the breakdown of protein to aid muscle growth, muscle repair and recovery. Common formats in this area are designed for use within an exercise environment and include powdered and ready to use drinks, snack bars and gels.

Weight Management

Weight Management products feature targeted nutrition formulas to help adults improve health through weight loss. Because of the need for variety when dieting, these products can be in any format, although common formats include powdered meal replacement drinks and dietary supplements. Products will commonly state they are for use in a weight controlling diet, help control hunger through prolonged levels of satiation, have fat burning qualities or that they help in losing weight and body fat. There are often natural weight management alternatives with similar or identical claims but in order to be classified as Weight Management Specialised Nutrition, there must be designed ingredients or ingredient complexes present.

Flavours and Fragrances

Flavours and fragrances for products are designated from on-pack information as well as the sub-category the product belongs to. Some sub-categories are assumed to be flavoured or fragranced while others are not.

Flavour Unavailable

Used when a product states that it carries a flavour, but the flavour is not specified on pack. It is also used when a flavour is stated and it does not exist in the GNPD's flavour list (for example: Cool Rush). Also, this option is used with certain sub-categories that we assume carry a flavour, but is not indicated by the manufacturer on pack.

Unflavoured

This is used when a product does not carry an added flavour; or no flavour is stated on pack. Also a product that is described as being plain will carry this designation.

Fragrance Unavailable

Used when a product states that it carries a fragrance, but the fragrance is not specified on pack. This option is used for sub-categories we assume carry a fragrance, but is not indicated by the manufacturer on pack.

Unfragranced

This is used when a product does not carry an added fragrance. Or no fragrance is stated on pack. Also a product that is described as being fragrance free will carry this designation.

Textures (Food & Drink)

Textures are captured based on the information provided on pack for all Food, Drink and Pet Food categories. Similar textures are grouped together to ensure differences in languages and semantics do not influence the data.

Airy - Fluffy / Foamy / Frothy / Bubbly (Food only)

Carbonated - Fizzy / Foamy / Frothy / Bubbly / Sparkling (Drink only)

Chewy - Gummy

Chunky - Chunks / Chunked

Coarse - Rugged / Rough / Rocky

Crumbly - Flaky / Sandy

Crunchy - Crispy / Crusty / Brittle / Nutty

Dense - Thick / Firm

Gelled - Gel / Jelly / Jellied

Granular - Grainy / Gritty

Hard - Al-dente

Juicy - Succulent

Light - Delicate / Puffy

Liquid - Runny / Sloppy / Watery

Melt - Melt-in-the-Mouth

Moist

Powdery - Chalky

Pulpy - Pureed / Mushy / Pulped / with Pulp / with Bits

Smooth - Silky / Velvety / Creamy / Butter

Soft

Spongy - Squidgy

Spreadable

Sticky - Goopy / Slimy

Supple - Flexible / Elastic

Tender - Fleshy / Meaty