

Directive 2000/13/EC of the European Parliament and of the Council of
20 March 2000 on the approximation of the laws of the Member States
relating to the labelling, presentation and advertising of foodstuffs (repealed)

Article 2

- 1 The labelling and methods used must not:
 - a be such as could mislead the purchaser to a material degree, particularly:
 - (i) as to the characteristics of the foodstuff and, in particular, as to its nature, identity, properties, composition, quantity, durability, origin or provenance, method of manufacture or production;
 - (ii) by attributing to the foodstuff effects or properties which it does not possess;
 - (iii) by suggesting that the foodstuff possesses special characteristics when in fact all similar foodstuffs possess such characteristics;
 - b subject to Community provisions applicable to natural mineral waters and foodstuffs for particular nutritional uses, attribute to any foodstuff the property of preventing, treating or curing a human disease, or refer to such properties.
- 2 The Council, in accordance with the procedure laid down in Article 95 of the Treaty, shall draw up a non-exhaustive list of the claims within the meaning of paragraph 1, the use of which must at all events be prohibited or restricted.
- 3 The prohibitions or restrictions referred to in paragraphs 1 and 2 shall also apply to:
 - a the presentation of foodstuffs, in particular their shape, appearance or packaging, the packaging materials used, the way in which they are arranged and the setting in which they are displayed;
 - b advertising.