

June 19, 2018

WE CONGRATULATE THE PERUVIAN GOVERNMENT FOR PROMULGATING THE FRONT OF PACK WARNING MANUAL FOR PROCESSED FOODS

To the Government of Peru,

We, the undersigned, scientists, researchers and professionals in the areas of nutrition, obesity and public health, **congratulate you for enacting the Front of Package Warning manual** for foods that contain high levels of sugar, saturated fat, and sodium, as well as those that contain trans-fat. The science is clear on the role of “junk” foods and beverages high in energy, added sugar, sodium, and saturated fat: excess consumption of these unhealthy foods and beverages is one of the key causes of obesity and its related diseases.

Front of Package Warning labels will help consumers make healthier purchasing decisions and reduce the consumption of sugar, sodium, and saturated fat. Excess sugar intake increases risk of diabetes, liver and kidney damage, heart disease, and some cancers. Excess sodium intake is associated with increased blood pressure and an increased risk of cardiovascular disease, stroke and all-cause mortality. Unhealthy saturated fats are linked with cardiovascular disease and some cancers.

Further, **Front of Package Warning provide consumers with clear guidance to make quick and impactful decisions in selecting healthier foods** through the use of simple format, colors and icons. These warning labels are linked to decreased choice of sugary beverages, reformulation to improve the healthfulness of many packaged processed foods, and decreased perceptions of their healthfulness.

The explosion of food choices in recent decades in the ultra-processed food categories and sheer number of choices in stores makes it difficult and confusing for consumers to select healthy foods. Adding to the confusion, unhealthy products may also feature misleading health and nutrition claims on their packages. The Front of Package Warning labels will help move consumers towards healthy food consumption behavior.

Again, we congratulate your government for being a leader in the region of the Americas and for adopting a consumer-friendly Front of Package Warning label system. We applaud the strong nutrition criteria and encourage the government to implement this **Front of Package Warning labeling scheme in two phases with stronger nutrient thresholds in the second phase** to achieve the full impact of the measure. We look forward to seeing the impact of this law on the Peruvian food supply and its positive impact on the population.

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