

TANZANIA BUREAU OF STANDARDS
(TBS)



CONTROLLED

GUIDELINES FOR CONTROL OF FOOD AND COSMETICS
PROMOTIONAL MATERIALS

OCTOBER 2021

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ABBREVIATIONS

MDA's: Ministries, Departments and Agencies

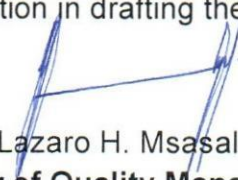
RALGA's: Regional Administration and Local Government Authorities

TBS: Tanzania Bureau of Standards

ACKNOWLEDGEMENT

I would like to thank all TBS staff who contributed for the successful development of these guidelines. Acknowledgements are particularly extended to the TBS Management for approving the budget for development and completion of these guidelines.

Special thanks are extended to Mr. Moses Mbambe, Mr. Grangay Masala, Ms. Sauda Masoli, Ms. Gwantwa Samson, Mr. Ramadhani Yange, Mr. Nicodemus Mahuma and Ms. Rose Mussa for their full participation in drafting these guidelines.



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Director of Quality Management (DQM)

FOREWORD

Promotion of food and cosmetics is regarded as an important means of creating awareness and disseminating information to the food and cosmetics consumers. All food and cosmetics promotions are designed and prepared in such a way to persuade consumers to make choice of buying/using them. On the other hand, food and cosmetics promotion may be unethical, false, misleading to the public and hence may have effect on the health of consumers if not controlled.

Currently, there has been a significant increase in number of food and cosmetics advertisement and promotions through various means such as televisions, social media, radio and newspapers. Moreover, unauthorized promotions and advertisements by unqualified personnel has been noted in various public places including bus stations and in the buses, contrary to the laws and regulations. This increase if left uncontrolled may pose health threat to the public as food and cosmetics advertisements and promotion may contain deceptive information on safety and quality of the promoted food and cosmetics.

These Guidelines for promotions of food and cosmetics have been developed to describe the scope and provide minimum requirements for authorization of promotion of food and cosmetics in Tanzania mainland. The guidelines explain Bureau's responsibilities, stakeholder's responsibilities and application procedures for obtaining approval to promote food and cosmetics. It is my hope that food and cosmetics promotion stakeholders will find this document useful and easy to follow.



Ngenya, A.Y. (PhD)
DIRECTOR GENERAL

DEFINITION OF TERMS

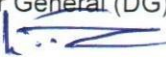
For the purpose of these guidelines: -

- “Applicant”** means a person seeking approval to promote food and cosmetics in Tanzania mainland.
- “Act”** means The Standard Act, Cap 130.
- “Advertisement”** means anything that is aimed or designed to promote the supply, sale or use of a product whether in a publication or by the display of any notice or by means of any catalogue, price list, letter, circular or addressed to a particular person or by the exhibition of a photograph or a cinematograph film or by way of sound recording, sound broadcasting, television or any other means of communication.
- “Bureau”** means the Tanzania Bureau of Standards established under Section 3(1) of the Standard Act, Cap 130.
- “Cosmetics”** means any substances or mixture intended to be placed in contact with external part of the human body (epidermis, nails, lips, hair system and external genital organs) or with the teeth and the mucus membranes of the oral cavity with a view exclusively or mainly to clean them, perfuming them, changing the appearance, protecting them, keeping them in good condition or correct body odors.
- “claims”** means any message or representation including pictorial, graphics, symbol or any form of representation, which states, suggest, or imply that product has a particular characteristic relating to its origin, function, nature, composition or any other quality.
- “Food”** means any substance whether processed, semi processed or raw which is intended for human consumption and includes, drink, chewing gum and any substance which has been used in the manufacture, preparation or treatment of food but does not include cosmetics or tobacco or substances used only as drugs.
- “Dealers”** means manufacturers, importers, exporters, distributors (wholesalers and retailers) of food and cosmetics.

- “General public”** means a person who consume food and cosmetics and/or exposed to food and cosmetics promotion.
- “Manufacture”** means all operations involved in the production of food and cosmetics from one or more ingredients and includes preparation, processing, filling, transforming, packaging and repackaging and labeling of food and cosmetics.
- “Media”** means communication channels which are used to disseminate news, music, movies, education, promotional messages and other data.
- “Promotion”** means;
- a) advertising;
 - b) the supply of samples;
 - c) the provision of inducement to prescribe, dispense, supply, administer, recommend or buy products by the gift, offer or promise of any benefit or bonus, whether in money or in kind;
 - d) the provision of hospitality for promotional meetings;
 - e) the sponsorship of promotional meetings;
 - f) the sponsorship of scientific meetings including payment of travelling and accommodation expenses in connection therewith;
 - g) the provision of information to the general public either directly or indirectly; and
 - h) all other sales promotion in whatever form, such as participation in exhibitions, use of brochures, films, records, tapes, video recordings, radio, television, internet, electronic media and interactive data systems.
- “Promotional material”** means any representation concerning the attributes of a product conveyed by any means whatever for the purpose of encouraging the usage of a product.
- “Protected persons”** means infants, young children, pregnant women, lactating women, care givers, guardians of infants and/or young children.
- “Stakeholders”** means Food and cosmetics Dealers, Regional Administration and Local Government Authorities (RALGAs), Media and General Public.



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CHAPTER ONE

1.0 Introduction

The Tanzania Bureau of Standards (TBS) is mandated under Section 4(1) of the Standard Act, Cap 130 to regulate all matters relating to quality and safety of food and cosmetics including control of promotions.

Control of food and cosmetics promotions aim at ensuring that consumers and the general public receive correct information about promoted food and cosmetics which help them to make informed decision on the choice and use of such food and cosmetics. It also includes protecting consumers from false, misleading or deceptive promotions that would create erroneous impression regarding food and cosmetics. It is from this background that these guidelines for control of food and cosmetics promotions have been developed.

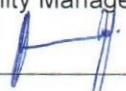
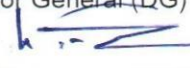
The guidelines are intended to provide guidance to food and cosmetics dealers and other stakeholders who are involved or wishing to be involved in food and cosmetics promotion activities in Tanzania mainland to abide to existing laws, regulations and comply with promotion requirements. The guidelines will also help consumers and the general public to know their rights, roles and responsibilities with regard to control of food and cosmetics promotion and safety of food and cosmetics at large. Moreover, these guidelines can be used by law enforcers as a tool to enforce the Standard Act, Cap 130.

The Guidelines highlight general and specific conditions and requirements for food and cosmetics promotion, requirements for application for approval of food and cosmetics promotional materials, stakeholder's responsibilities and procedure for complaints submission regarding food and cosmetics promotion activities.

Food and cosmetics dealers specifically those involved or wishing to be involved in any of the above activities are required to abide to these guidelines.



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CHAPTER 2

2.0 Responsibilities of the Bureau

The role of the Bureau among others is to protect and promote public health by ensuring that advertisements and promotions of food and cosmetics is done in the manner that is not false or misleading which can lead to undesired ill health effects after the use of food or cosmetic product. The Bureau is responsible to: -

- Prepare documents which provide guidance on control of advertisements and promotional materials.
- Create public awareness on Do's and Don'ts on the use of food and cosmetics.
- Receive, evaluate and approve applications for advertisements and promotional materials for food and cosmetics.
- Cooperate with all key stakeholders to ensure that advertisements and promotional materials existing in the market comply with laws and regulations.
- Revoke or suspend approved advertisements and promotions which do not meet the requirements of the Standard Act, Cap 130.

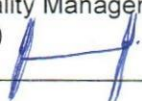
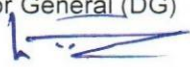
2.1 Stakeholders' responsibilities

In order to effectively execute its functions of protecting and promoting public health and trade facilitation including management and control of food and cosmetics promotions, TBS has to work in close cooperation and collaboration with various stakeholders. Stakeholders' involvement in all TBS undertakings is of paramount importance for the Bureau to attain its vision and mission.

The roles and responsibilities of different stakeholders in line with food and cosmetics promotion are outlined hereunder: -



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2.1.1 Food and Cosmetics Dealers

Generally, it is a responsibility of every food and cosmetics dealer to ensure that: -

- Promoted food and cosmetics conform to safety and quality specifications and have officially been certified or registered by the Bureau.
- Food and cosmetics promotional materials have been approved by the Bureau prior to promotion;
- Information provided about the respective product are correct and presented in such a way that is not falsely describing a product;
- Information provided on advertisements and promotional materials conforms with the Standard Act, Cap 130.
- They refrain from illegal dealings and malpractices in relation to product promotion activities;
- They maintain food and cosmetics promotional materials as has been approved by the Bureau; and
- They report to the Bureau any contraventions and/or all defaulters of the laws and regulations related to food and cosmetics promotion

2.1.2 RALG- Authorities/Law enforcers

- Regional Administration and Local Government Authorities (RALGAs) are obliged to collaborate with TBS in enforcing the Standard Act, Cap 130. In the course of improving efficiency and access to TBS services, some of TBS functions shall be delegated to Local Government Authorities through The Standards (Cooperation in Execution of Powers and Function) Regulation.



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Responsibilities

RALGAs- Authorities and other Law enforcers at large are responsible to: -

- Sensitize RALGAs law enforcers to enforce the Standard Act, Cap 130 and other related regulations;
- Enforce and implement the guidelines on food and cosmetics promotions;
- Sensitize and create awareness on the role of food and cosmetics dealers in relation to the enforcement of existing laws and voluntary compliance to relevant regulations;
- Timely handling of stakeholder's complaints relating to food and cosmetics promotion and its control; and
- Report to the Bureau any contraventions and/or all defaulters of the laws and regulations related to food and cosmetics promotion especially dealers who deliberately give out exaggerated or misleading information.

2.1.3 Media

Media institutions are used by dealers to convey to the public information pertaining to food and cosmetics promotions and on the other hand, play a great role in educating the public on voluntary compliance with the existing laws and regulations.

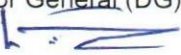
Responsibilities

Role of the media in advocating requirements for food and cosmetics promotion includes: -

- Assist the Bureau to convey the right information to the public about DOs and DON'Ts in relation to food and cosmetics promotion control;



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- b. Voluntarily comply with the requirements of the Standard Act, Cap 130 in implementation of these guidelines by not airing or publishing any food and cosmetics promotion adverts which have not been approved by the Bureau;
- c. Cooperate with the Bureau in enforcing the laws and regulations by sharing information about public perception on the safety and quality of food and cosmetics including food and cosmetics promotions as well as their concerns/complaints.

2.1.4 General public

All food and cosmetics promotions and advertisements designed and prepared by dealers intend to persuade the general public to make choice of buying/using their products. Hence, the general public is a very important category of stakeholders in ensuring that the dealers comply with laws and regulations that they are not deceived by misleading claims.

Responsibilities

The general public is thus obliged to: -

- a. Enquire for the right/correct information from the Bureau on the quality and safety of promoted food and cosmetics;
- b. Report to the Bureau any promotion or advert which has been prohibited and/or whose information are suspected to be exaggerated or misleading;
- c. Report to the Bureau any contraventions and/or all defaulters of the laws and regulations related to food and cosmetics promotion, especially dealers who deliberately give out exaggerated or misleading information;
- d. Continuously recommend how food and cosmetics promotion and advertisements can be controlled effectively and efficiently.



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CHAPTER 3

3.0 Food and cosmetics Promotion Requirements

3.1 Requirements for food promotions

All food promotions should observe the following important notice: -

- a. Promotion must be consistent with the approved product information. The promotion should be in line with the intended use for which the product was registered;
- b. Promotion must encourage the correct and proper use of relevant products;
- c. Promotion should be unbiased, without relying solely on the feelings or opinions of the advertiser and should refer to limitations that are relevant to the claims made for the product;
- d. Promotion should not state or imply that a product is "safe", is "100% safe", has "no side effects" or "their use will not cause harm" or is "an adequate source of all essential nutrients";
- e. Promotion should not refer to improper, alarming or misleading terms to claim that the product will diagnose, prevent, cure and/or treat;
- f. Promotion should not suggest that one product is better than (or equivalent to) another and should not raise doubts about the safety and quality of similar food products which could bring or exploit fear or distress to individual or community;
- g. Promotion should not in any way discourage the public from seeking the advice of a health professional;



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- h. Promotion should not bring public impression that their health can be enhanced by taking a product or that health could be affected by not taking the product;
- i. Promotion of products to the public in open markets, bus stands and moving vehicles such as buses or any other public transport is not allowed unless approved by the Bureau;
- j. Promotion bearing nutrition claims such as 'high', 'rich', 'source of', 'low', 'less', 'reduced', 'free' and/or 'zero' in a particular type of nutrient should comply with the limits prescribed in relevant product Standard and regulations.
- k. Advertisements should not be so framed as to abuse the trust of the consumer or exploit his/her lack of experience or knowledge.
- l. Advertisements addressed to children or young people or likely to be seen by them, shall not contain anything whether an illustration or otherwise, which result in harming them mentally or morally or which exploit their trust, natural sense of loyalty or their lack of experience.
- m. Advertisements or promotions of a food product in the form of Breast Milk Substitute (BMS) and designated products are prohibited.
- n. Advertisements shall not contain or refer to any testimonial.
- o. Test, trial and research in supporting medicinal claims are not allowed to be used in the advertisement.
- p. In food promotions, food shall not be described as "healthy" or be represented in a manner that implies a food in and by itself will impart health. However, food may be described as part of a "healthy diet"



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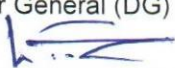
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provided that the promotional material carries a statement relating the food to the pattern of eating described in the dietary guidelines.

- q. The following claims, whether represented in words, pictorial representations, marks or any descriptions are prohibited on food promotions: -
- Claims which make reference to non-specific benefits of the nutrient or food for overall good health or well-being;
 - Claims which make reference to psychological and behavioral functions;
 - Claims which make reference to the rate or amount of weight loss which may result from the use of the food or to the reduction in the sense of hunger or an increase in the sense of satiety;
 - Claims, which make reference to the advice of doctor or other health professionals, or their professional associations, or charities, or suggest that health could be affected by not consuming the food;
 - Claims as to the suitability of a food for use in the diagnosis, prevention, alleviation, mitigation, treatment or cure of a disease, disorder, abnormal physical or mental state or particular physiological condition;
 - Claims stating that any given food will provide an adequate source of all essential nutrients, except in the case of well-defined products for which the Bureau has accepted the products to be an adequate source of all essential nutrients;
 - Claims implying that a balanced diet of ordinary foods cannot supply adequate amounts of all nutrients;
 - Claims that cannot be scientifically substantiated;



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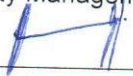
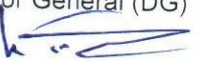
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- ix. Claims which could give rise to doubts about the safety of similar food or which could bring or is likely to bring or exploit fear or distress to individuals or the general public;
- x. Incomplete superlative and comparative claims; and
- xi. Claims which refer to organizations, associations and foundations except if the accompanied document justifies that the food is suitable for use or manufactured in accordance with the directions of the organization, association or foundation;

3.2 Requirements for cosmetics promotions

The objective of these requirements is to ensure that marketing and advertising of cosmetics to the public is conducted in a manner that promotes safety and quality use of cosmetics and does not mislead or deceive consumers. The requirements are as follows: -

- a. Promotions should not be presented as a treating or preventing disease in human being.
- b. Promotions should not have impression of professional advice or endorsement.
- c. Promotions should not have any visual and/or audio presentation of individual(s) e.g. doctors, dentists, pharmacists with the impression of giving professional recommendation or endorsement.
- d. Promotions should not contain statements giving the impression of professional by endorsement, advice or recommendation made by associations or persons who appear in the advertisements and who are presented directly or by implication, as being qualified to give such endorsement, advice or recommendation e.g. the use of white coat, stethoscope, healthcare professional environment/ any

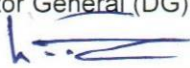
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expression that provides undue authority that the product is recommended by a healthcare professional.

- e. Advertisements may contain statements that are concluded from unbiased/ objective surveys/information, genuinely obtained from professionals. Endorsement by professional bodies may be allowed with the consent from the respective professional bodies. Authorization from said bodies should be given in writing and produced upon demand.
- f. Advertisements should not contain statements or visual presentation which are, or likely to be interpreted to be contrary or offensive to the standard of morality or decency prevailing in the Tanzanian society or in any way defamatory or humiliating to any segment of the public.
- g. Advertisements should not be so framed as to abuse the trust of the consumer or exploit his/her lack of experience or knowledge.
- h. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation, and should be held ready for immediate production upon request by the Bureau.
- i. Advertisements addressed to infant, children or young people or likely to be seen by them, shall not contain anything whether an illustration or otherwise, which result in harming them physically, mentally or morally or which exploit their trust, natural sense of loyalty or their lack of experience.
- j. "Before" and "after" situation must reflect truthful and factual comparisons. Comparisons of the antecedent situation with the subsequent situation must not be exaggerated or misleading. Advertising comparing "before" and "after" situations should cite



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with prominence the specific time elapsed between the two situations.

- k. Advertisements shall not contain or refer to any testimonial.
- l. Test, trial and research in supporting medicinal claims are not allowed to be used in the advertisement.
- m. Promotional claims can be softened or made less functional and more cosmetic in nature by use of modifier. Eg. Claim for removing all oil from the skin can be softened as "helps to remove oil from the skin" or "reduces the shine of oily skin" or "suitable for oily skin" or "make your skin feel less oily"
- n. Promotion should not contain unacceptable claims commonly observed for some cosmetics as shown in the table below; -

Product type	Unacceptable claims
Hair care products	• Eliminate dandruff permanently • Restore hair cells • Hair loss can be arrested or reversed • Stimulates hair growth
Depilatories	• Stops/retards/prevent hair growth
Nail products	• Reference to growth resulting from nourishments
Skin products	• Prevents, reduce or reverses the physiological changes and degenerative conditions brought about by aging. • Removes scars • Removes dark spots



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	• Black spots corrector • Numbering effects • Prevents, heals, treats or stops acne • Treatment of cellulitis • Lose centimeters • Reduces/controls swelling/oedema • Removes/burn fat • Fungicidal action • Virucidal function • Whitening effect
Oral or dental hygiene products	• Treatment or prevention of dental abscess, gumboils, inflammation, mouth ulcers, pyorrhea, periodontal disease, stomatitis, thrush of any oral.

3.3 Specific requirements regarding the mode of promotion

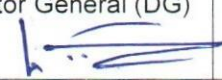
There are different modes which are used to promote food and cosmetics products to the general public. These modes are as follows: -

3.3.1 Still mode of promotion

Includes any promotion adverts in print media such as magazines, newspapers, journals, diaries, calenders, flyers, brochures, billboards, posters, branding on vehicles, buildings, benches and other print publications. Information including pictorial presentation using this mode should be clear and readable.



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3.3.2 Light and Sound mode of promotion

Includes any promotion adverts with light and sound effects such as broadcast over television, cinema advertisements, videos, radio, or any audio and the use of public address (PA) system. The messages may be contained in radio cassettes, Video cassette, Compact Discs, Digital Video discs, Video Compact Discs, Digital Videos and memory cards. The Message conveyed and/or images presented through this mode should be in simple language and clear to the audience.

3.3.3 Web based mode of promotion

Web based promotion of food and cosmetics products include advertisement on official website, online televisions, social media and blogs of food and cosmetics dealers. The information including pictorial and web links on the websites should be clearly visible, readily legible and un editable by web visitors.

3.3.4 Sales Promotions

This is any activity with the purpose of introducing, publicizing or promoting the sale of a food and cosmetics product e.g. price-off, banded offers. It also includes giving discounts and banding of different pack sizes of the same product within the same range, with or without a discount distribution of food and cosmetics samples. Sales promotions on food and cosmetics products are allowed provided that do not feature any food and cosmetics product(s) more prominently than the rest and the remaining shelf life of the promoted product is at least 2 months for those with shelf life of more than 9 months and 25% of the shelf life for products with shelf life of less than 9 months.

3.3.5 Promotional free products

This is the mode of promotion which involves supply of free food and cosmetics products to consumers. Distribution of promotional free products is allowed provided that products are not distributed to protected persons. Also, distributed products should not be in the category of high risk food for special



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nutritional purpose such as infants and follow-up formulae and food supplements.

3.3.6 Promotional meetings

Promotional meetings include workshops, conferences, seminars and symposium that are organized or sponsored by any company or under its control targeting the food and cosmetics dealers or any other person for the purpose of promoting food and cosmetics products or its launching. Contents of presentations at symposia or seminars are factual, accurate, without omission of demerits such as side effects (if any) and not biased towards any particular company's products.

3.3.7 Promotional campaigns

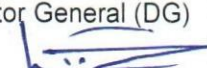
These are campaigns that are directed to the general public with a view to providing information, promoting awareness or education about a particular condition relating to food and cosmetics products. They also include Government controlled programs such as national milk week that are coordinated by other Ministries, Departments and Agencies (MDA's).

3.3.8 Trade fair/exhibition

Trade fair/exhibition is an event organized to demonstrate particular products of company or organization to prospective customers.



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CHAPTER 4

4.0 Application for approval of Food and cosmetics Promotion

Promotion of food and cosmetics must comply with requirements of the Standard Act, Cap 130.

4.1 Application Requirements

4.1.1 Applicant

An application for approval of food and cosmetics promotion can be made by owner of the product to be promoted who is: -

- The manufacturer, importer, or distributor who has registered the product in Tanzania intending to promote a registered food and cosmetics product in Tanzania; and
- Authorized for distribution of a non-registrable food product in Tanzania.

4.1.2 Application document

A complete application documents for food and cosmetics promotion shall be compiled in a file and well-presented in an orderly manner. It should be noted that promotions presented in different modes, will be treated as separate applications.

Application document for food and cosmetics promotion shall include the following: -

- Dully filled in application forms annexed to these Guidelines as Annex I for food and cosmetics product promotion and Annex II for the trade fair;
- Necessary attachments including: -
 - Promotional material in the mode that is intended to be used; and



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- ii. A written summary notes of the contents of promotional material (where applicable).

4.1.3 Language

Language of application for food and cosmetics promotion and promotional materials shall be English and/or Kiswahili. All other communications regarding the application shall be made in any of these two languages or both.

4.1.4 Submission of application

The application shall be addressed to The Director General, Tanzania Bureau of Standards, Sam Nujoma Road/Morogoro road, Ubungo, P. O. Box 9524, Dar es Salaam.

Applications should be submitted to TBS (electronically or by hand delivery) at TBS Headquarters in Dar es Salaam or TBS Zone Offices located in Arusha, Mwanza, Mbeya, Dodoma, Mtwara and Kigoma cities/town.

4.1.5 Payment of Fees

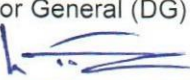
Application shall be accompanied by relevant non-refundable fees as prescribed under The Standard (Fees and Charges) Regulations, 2021.

4.2 Processing of application

- After receiving a complete application, the Bureau will carry out evaluation of food and cosmetics promotion for satisfaction of compliance with the prescribed requirements.
- The Bureau may, during evaluation of food and cosmetics promotion, require the applicant to make clarifications by submitting additional information and/or related material as the case may be.



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- c. Processing of the application for which additional information and/or related material have been required by the Bureau will be kept on hold until when the applicant submits such additional information.
- d. In the event applicant does not submit, or cause to be submitted without reasonable cause to the Bureau, a complete application as prescribed in these guidelines by the end of fourth week from the date when the matter was communicated to the applicant, the application shall be invalid; and
- e. Person who may wish to continue with approval of food and cosmetics promotion, for which application has been invalidated, shall be required to submit a fresh application, which will be considered as a new application.

4.3 Promotion approval

The applicant will be informed on the outcome of application within 14 working days. When the application is successful, applicant will be issued with Approval letter and disapproval letter if not.

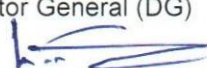
NOTE: If for any reason the holder of promotion approval makes any change related to a food and cosmetics promotion, shall submit a new application for approval.

4.4 Termination/Revocation/suspension of food and cosmetics promotion

- A. The approved food and cosmetics promotion shall be terminated by the Bureau if there is: -
 - i. Non-renewal of the approved promotion which exceed 12 months;
 - ii. Noncompliance with the set conditions or requirements including but not limited to revocation, suspension or cancellation;
 - iii. Any alteration of the approved promotion without Bureau's approval; and
 - iv. Request in writing from the holder of the promotion approval.



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B. The Bureau may suspend or revoke approval of any food and cosmetics promotion or amend conditions subject to which the food and cosmetics promotion was approved whenever it is deemed that by doing so, is for the safety, quality and interest of the public.

4.5 Validity of approved food and cosmetics promotional material

- a. The permit for food and cosmetics promotion of a food and cosmetics product shall be valid for 12 months from the date of approval.
- b. Approvals for promotions on specific events are excluded from this rule.

4.6 Administrative reviews

Any person aggrieved by a decision of the Bureau in relation to any application for promotion approval, may make representations to the Bureau, whereby he shall submit information and arguments to convince the Bureau to reconsider its decision.

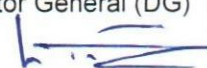
However, if after reconsideration of the application, the Bureau still rejects the application, the applicant shall appeal to the Minister responsible for Industry and Trade.

4.7 Complaints regarding Food and cosmetics Promotion

The Bureau is particularly keen to receive complaints where promotion adverts may have an adverse impact on the public health. Complaints on promotion of food and cosmetics shall be handled in accordance with the Bureau's procedure for complaints and appeal handling.



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ANNEX I

APPLICATION FOR PROMOTIONAL MATERIAL APPROVAL

NB: Giving false or misleading information is an offence

(All information's supplied in this form must be either typed or written in block capital letters)

1. Applicant particulars

Name of Applicant:

Postal address:

Street/Road:Plot/House Number:

Contact person:E-mail:

Telephone Number:Fax Number:

2. Product particulars

- (a) Product brand name
- (b) Product common name.....
- (c) Name and address of Manufacturer.....
- (d) Country of origin.....
- (e) Product registration/certification status by TBS (please tick appropriate box)

Registered/certified []

Not Registered/ certified []



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3. Promotional material (please tick appropriate box)

Poster ☐ Leaflet ☐ Cinematograph ☐ Outdoor/Billboard ☐

In/On public Transport ☐ Wall painting ☐ Magazines/Newspaper ☐ Literature ☐ Radio ☐
Television ☐ Stickers ☐ Social Media ☐

Others ☐ Please specify

This promotional material will be used at (Mention place) for a duration
.....and time (where appropriate)

4. This form shall be accompanied by:

- ☐ A copy of the proposed advert (hard or soft copy).
- ☐ Supporting document(s) where applicable.

5. Application Declaration

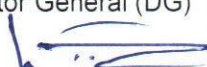
I, declare that the information contained within this
application is true and correct.

Signed Date

Designation Official stamp



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ANNEX II

APPLICATION FOR TRADE FAIR PERMIT FORM

NB: Giving false or misleading information is an offence

(All information supplied in this form must be either typed or written in block capital letter)

1. Applicant Particulars

Name of applicant:

Address:

Contact person: Email:

Telephone Number: Fax Number

Telephone Number:..... Facsimile
Number.....

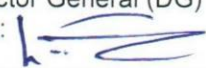
2. Product particulars

S/N	Name of product	Registered/C ertified		Registration/licence number (if any)	Promotional material (if any)
		Yes	No		

Note: Promotional material includes: Poster, Leaflet, Cinema Billboard, Literature, sample of products etc.



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This Exhibition will take place

at.....

(Mention place) for duration of

.....

This form shall be accompanied by:

NB: Please tick or mark X on items below:

☐ A copy of the proposed advert (hard or soft copy).

☐ Supporting document(s) where applicable.

3. Applicant Declaration

I, declare
that the Information contained in this application is true and correct.

Signature:

Date:

..... Official stamp: