

CENTRAL MARKS DEPARTMENT-II

Our Ref:CMD/16:14543

2001 05 14

We had written letter to Ministry of Health and Family Welfare seeking clarification for word "Pure", "Crisp", "Refreshing" being used on the labels for Packaged Water vide our note dated 19 April 2001. Now we have received the clarification vide note No.P.150125.11.2000-PH(FOOD) dated 27 April 2001 which is self explanatory and contents of the letter is reproduced below:

"The words `Pure`, `crisp`, `refreshing` would contravene Rule 37 of PFA Rules 1955 as they would be misleading the public.

Additionally the provisions contained in clause relating to "Labelling Prohibitions" in the specifications of Natural Mineral Water and Packaged Drinking Water (other than Mineral Water) use of any statement or any pictorial device which may mislead the public about the nature, origin, composition and properties of the products is prohibited.

In view of the above, you may take appropriate actions that such words are not allowed to use on the label/advertisement of these products.

In view of the above, necessary action may be initiated to ensure compliance to the clarification received from Directorate General of Health Services, New Delhi. It may also brought to the notice of all applicants and licensees.

(O.N. Srivastava)
Director (CMD-II)

D & H (CMD-II)
All ROs/BOs

No.P.150125/11/2000 – PH (FOOD)
DIRECTORATE GENERAL OF HEALTH SERVICES
P.H. (FOOD) SECTION

Nirman Bhavan, New Delhi-110011,
Dated the 27.04.2001

To,

Sh. P.P. Malik,
Director & Head (CMD-II)
Bureau of Indian Standards
9, B.S.Z. Marg
New Delhi-110 002

Sub : Packaged drinking water – reg.

Sir,

Please refer to your letter No.CMD/16:14543 dated 19.04.2001 on the subject cired above.

The words `pure`, `crisp`, `refreshing` would contravene Rule 37 of PFA Rules 1955 as they would be misleading the public.

Additionally the provisions contained in clause relating to “Labelling Prohibitions” in the specifications of Natural Mineral Water and Packaged Drinking Water (other than Mineral Water) use of any statement or any pictorial device which may mislead the public about the nature, origin, composition and properties of the products is prohibited.

In view of the above, you may take appropriate actions that such words are not allowed to used on the label/advertisement of these product.

Yours faithfully,

(Dr. S.R. GUPTA)
Asstt. Director General (PFA)