

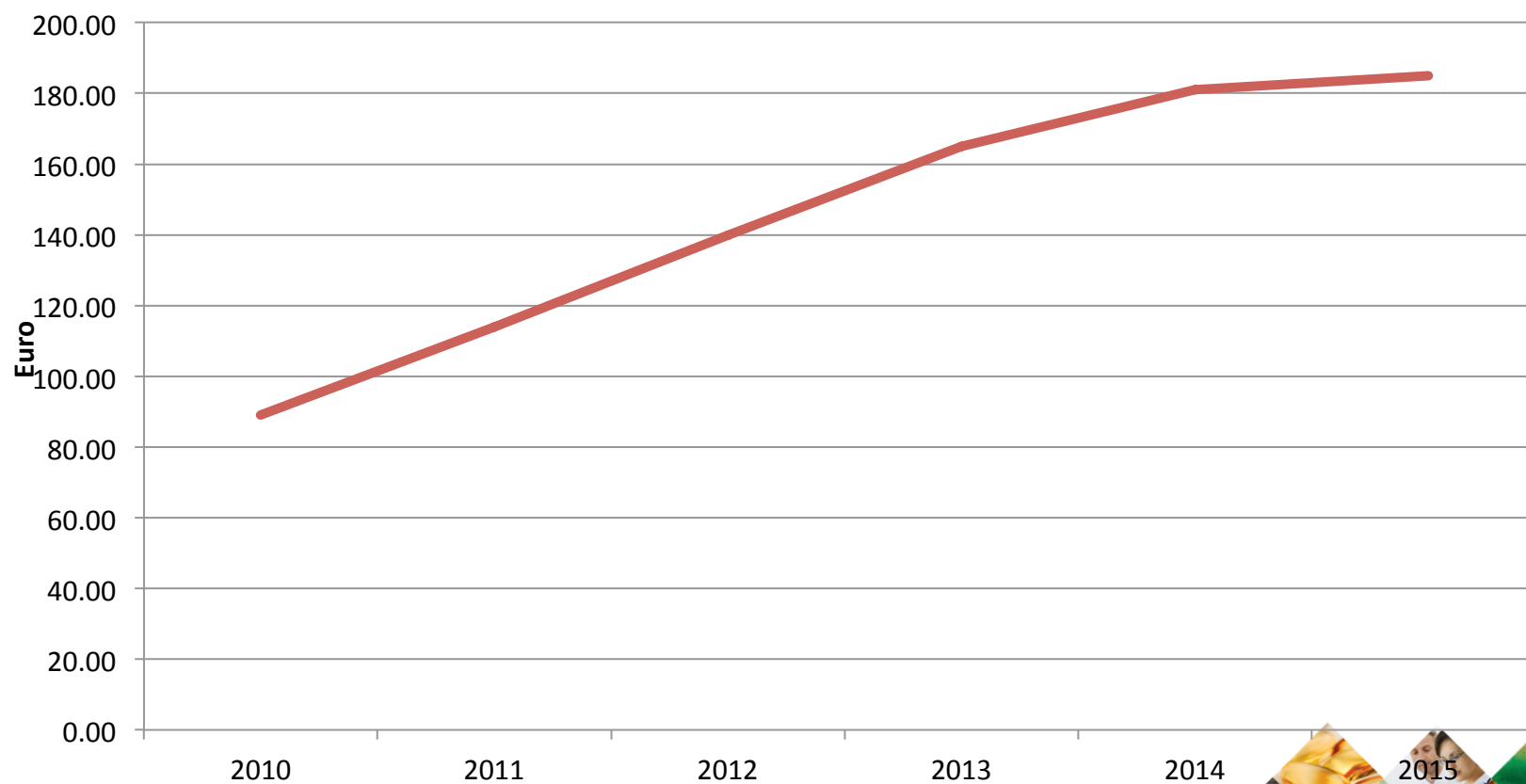
IADSA

Prague, 27 April 2016



MARKET SIZE

Turkey: Sales of Vitamins and Dietary Supplements



CHALLENGES

No regulation before 2013
Hidden guidelines ruled approvals
Approval or Notification system
Many small herbal shops, strong traditions to use herbs
Internet sales
MINFAL-MoH responsibility problems
Inspection problems at the market
Document based inspection
Pharmacy pressure
No strong industry groups
Many small local producers



General problem on food supplement inspections

IADSA

International Alliance of Dietary/
Food Supplement Associations

- News on the media, MINFAL and MoH are very sensitive on news
- Illegal use of drug ingredients, Sildenafil and Sibutramine
- Low level of understanding at MINFAL and MoH what is food supplement, borderline on drug and supplement



IADSA ENGAGEMENT

- Positioned as strategic partner to MINFAL and MoH
- 3 Workshop, one meeting
- Other substance list
- New association creation
- Technical visit



NEW ASSOCIATION

- Nutrient profile works
- Importance of food supplement
- Evidence based regulatory system
- Trusted partner
- Scientific authorities
- Strategic vision
- 5 year plan
- Strong General Secretariat



Current Issues

- Botanicals
- Nutrition and Health Claims
- Maximum Levels for Vitamins and Minerals
- Notification/Approval System
- Market inspections
- Non harmonized Provincial directorates enforcement
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