

Summary of the six groups of claims to be prohibited/restricted in the new Schedule 4

Health claims	Restriction imposed
(i) Prevention, elimination or treatment of breast lumps	The advertising of these three claims is not allowed under any circumstances.
(ii) Regulation of function of genitourinary system	
(iii) Regulation of endocrine system	
(iv) Regulation of body sugar or glucose	The advertising of these three claims is allowed in the prescribed format (e.g. “This product is suitable for people concerned about blood sugar”). However, for products not registered under the Chinese Medicines Ordinance (Cap. 549) (CMO) or the Pharmacy and Poisons Ordinance (Cap. 138) (PPO), a disclaimer must be clearly put in the advertisement to inform consumers that they are not products registered under the CMO or the PPO.
(v) Regulation of blood pressure	
(vi) Regulation of blood lipids or cholesterol	