

The Health & Wellness Glossary

To promote a shared understanding and common language on health and wellness terms for businesses, professional organisations and executives in the consumer goods industry

Brought to you by the Health & Wellness Initiative
at The Consumer Goods Forum





Better Lives Through Better Business

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Preface

The Health and Wellness Initiative lies within the Safety and Health Pillar, one of the five strategic priorities of The Consumer Goods Forum (CGF). The objective of the Initiative is to equip the industry with a thought leadership and collaboration platform on non-competitive health and wellness questions among manufacturers, retailers and their common stakeholders.

The Health and Wellness Initiative is co-sponsored and co-chaired by Royal Ahold and Nestlé.

The glossary project was developed to ensure that all of the Initiative's work was shaped with a shared language on health and wellness terms and definitions.

Purpose

To equip professionals working in the consumer goods industry with a shared understanding and common language on health and wellness terms and definitions. We aim to enable professionals to better communicate in order to work towards industry alignment and implementation of the Health and Wellness Resolutions adopted and approved by The Consumer Goods Forum Board of Directors. To drive convergence, the CGF Health and Wellness Initiative built this glossary to describe best existing terms and definitions, upholding relevant International Standards - where these exist - and provide a common interpretation of health and wellness terms.

This glossary is a practical and easy-to-use guide to health and wellness terminology and vocabulary used in the resolutions. While every effort has been made to present accurate and up-to-date definitions, this glossary should be used as a resource, not as an authority. The health and wellness landscape is a complex and rapidly changing area, and it would be impossible to include every applicable term. Users should refer to national authorities for local references. The list of terms included is not intended to be either exhaustive or exclusive. This glossary is openly available for all to use. It will evolve over time as the Health and Wellness Initiative programme develops.

Vision

In the context of the CGF, our understanding of health and wellness covers a broad range of aspects, from healthy diets and healthy lifestyles to personal care and hygiene, with the aim to contribute to the physical, emotional, spiritual, intellectual and sustainable well-being of consumers, employees, their families and the communities we serve.

The Consumer Goods Forum, through its collaborative work on health and wellness, will:

- Enable its members in playing a leadership role in helping consumers and shoppers make informed product and lifestyle choices to reinforce their health and wellness;
- Contribute to a better life for all by encouraging a culture of prevention, thereby improving health as well as helping to reduce overall healthcare costs; and
- Proactively and voluntarily support and contribute to government and civil society efforts in the area of health and wellness.

Through its wide base of representation (food, non-food, manufacturers, retailers and their common stakeholders), contribute to the alignment of industry efforts to improve the health and wellness of the global population.

Scope

Health and Wellness is increasingly important to consumers and businesses alike. The absence of a common, well-defined lexicon of health and wellness terms makes it difficult for professionals to speak a common language. The variety of terms, usages, and claims that are being applied in the consumer goods industry can rob those terms of meaning, making it difficult for businesses that are genuinely leading in this area to differentiate themselves. The purpose of this Glossary is to begin to harmonise and clearly define the terms that businesses use to describe their health and wellness efforts.

Health & Wellness Resolutions

The Consumer Goods Forum Health and Wellness Resolutions:

“As Members of the Board of The Consumer Goods Forum (CGF), we believe that manufacturers and retailers, by working together, have a key role to play in improving the health and wellness of consumers, employees, their families and the communities we serve.

- We will provide consumers with choices and information that empower them to make decisions for a healthy life;
- We will further encourage a culture of prevention, promoting active, healthy living for all and engaging with other stakeholders to accelerate and increase the positive impact of our efforts; and
- We will monitor and learn from our efforts and will report on our progress;

The resolutions are built upon and leverage existing industry initiatives. They encourage retailers; food and non-food manufacturers to further develop and implement self-regulatory tools to support healthier diet and lifestyles”.

The Health and Wellness Resolutions are based on three key areas:

- Access & Availability of Products and Services: We will offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles;
- Product Information and Responsible Marketing: We will provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages; and
- Communication and Education about Healthier Diets and Lifestyles: We will use communication and educational programs to help raise consumer awareness on health & wellness and energy balance to inspire healthier diets and lifestyles.

Read more here: <http://healthandwellness.mycgforum.com>

Use of the Glossary

This Glossary represents an initial step in a process of harmonising health and wellness terms within the consumer goods industry.

The Glossary is intended to complement existing definitions. The success of the glossary is dependent on individuals and companies using the terms and definitions in a consistent way. This Glossary will be published on The Consumer Goods Forum website and its members will be encouraged to either link to those terms or include them directly on their own health and wellness sites.

Definitions

Term	Source
HEALTH	
<p>Basic Health Indicator</p> <p>Basic Health Indicator is a characteristic of an individual, population or environment which is subjected to measurement and can be used to describe one or more aspects of the health of an individual or population (quality, quantity and time). A health index comprises a number of indicators.</p>	<p>WHO</p> <p>http://www.who.int/kobe_centre/ageing/ahp_vol5_glossary.pdf</p>
<p>Health</p> <p>Health is a state of complete physical, social and mental well-being, and not merely the absence of disease or infirmity.</p>	<p>WHO</p> <p>Ottawa Charter for Health Promotion. WHO, Geneva, 1986</p> <p>http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index.html</p>
<p>Health Literacy</p> <p>Health Literacy comprises of the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand and use information in ways which promote and maintain good health.</p>	<p>WHO</p> <p>Communication, Education and Participation: A Framework and Guide to Action. WHO (AMRO/PAHO), Washington, 1996</p> <p>http://www.paho.org/</p>
<p>Health and Wellness</p> <p>In the context of the CGF, our understanding of Health and Wellness covers a broad range of topics, from healthy diets and active, healthy lifestyles to personal care and hygiene, with the aim to contribute to the physical, emotional, spiritual, intellectual and sustainable well-being of consumers, employees, their families and the communities we serve.</p>	<p>CGF Health and Wellness Core Team</p> <p>http://healthandwellness.mycgforum.com</p>
<p>NonCommunicable Diseases</p> <p>Noncommunicable Diseases are a group of conditions including cardiovascular diseases, cancers, diabetes and chronic lung diseases, which are responsible for the majority of deaths caused by NCDs and are largely caused by four shared behavioural risk factors that are pervasive aspects of economic transition, rapid urbanisation and 21st-century lifestyles: tobacco use, unhealthy diet, insufficient physical activity and the harmful use of alcohol. The broader scope of noncommunicable conditions also includes health problems like gastrointestinal diseases, renal diseases, and neurological and mental health disorders. These conditions account for a substantial portion of the global burden of disease.</p>	<p>WHO</p> <p>http://www.who.int/mediacentre/factsheets/fs355/en/</p>

Definitions (cont...)

Term	Source
STAKEHOLDERS	
Civil Society There are a number of definitions on Civil Society. For the purpose of our glossary we understand civil society as a social sphere separate from both the state and the market.	WHO For more information please see: http://www.who.int/trade/glossary/story006/en/index.html
Public Health Public Health refers to all organised measures (whether public or private) to prevent disease, promote health, and prolong life among the population as a whole. Its activities aim to provide conditions in which people can be healthy and focus on entire populations, not on individual patients or diseases. Thus, public health is concerned with the total system and not only the eradication of a particular disease.	WHO http://www.who.int/trade/glossary/story076/en/index.html
Public-Private Partnerships Public-Private Partnerships comprises of a wide variety of ventures involving a diversity of arrangements, varying with regard to participants, legal status, governance, management, policy-setting prerogatives, contributions and operational roles.	WHO http://www.who.int/trade/glossary/story077/en/index.html
NUTRITION	
Malnutrition Malnutrition is a general term for a condition of ill health caused by an improper or inadequate diet.	WHO 2009 http://www.who.int/en/
Nutrition Nutrition is the provision to cells and organisms of the materials necessary (in the form of food) to support life.	WHO 2009 http://www.who.int/en/
Nutritional Deficiency Nutritional Deficiency is an inadequate supply of essential nutrients (such as vitamins and minerals) in the diet resulting in malnutrition or disease.	Merriam Webster http://www.merriam-webster.com/
Public Health Nutrition Public Health Nutrition is the promotion of good health and the prevention of illness in the population through nutrition and physical activity.	European Commission http://ec.europa.eu/health/archive/ph_determinants/life_style/nutrition/documents/nutrition_report_en.pdf

Definitions (cont...)

Term	Source
ENERGY AND NUTRIENTS	
<p>Energy Balance Energy Balance is the balance of calories consumed through eating and drinking compared to calories burned through physical activity and other activities by the body. What you eat and drink is ENERGY IN. What you burn through physical activity is ENERGY OUT. You burn a certain number of calories just by breathing air and digesting food. You also burn a certain number of calories (ENERGY OUT) through your daily routine.</p>	<p>U.S. Department of Health & Human Services http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/healthy-weight-basics/balance.htm</p>
<p>Carbohydrate Protein Sodium Sugar(s) Fat Saturated Fats Mono-Unsaturates Polyunsaturated Fatty Acids Trans Fatty Acids Dietary Fibre</p>	<p>CODEX Please refer to Codex: http://www.codexalimentarius.org/</p>
PRODUCT INFORMATION	
<p>Energy Information Energy Information is expressed in kilocalories (calories) or kilojoules.</p>	<p>EUFIC http://www.eufic.org/page/en/page/what-is-energy/</p>
<p>Front of Pack Labelling In the context of this glossary, there are two general types of voluntary FOP nutrition labelling:</p> <ol style="list-style-type: none"> (1) Labelling that consists of nutrient content claims that are not part of an organised industry system; and (2) Labelling as part of an organised industry system that provides nutrition information in a uniform manner, and often could also be considered a nutrient content claim. Both types of nutrition labelling are typically regulated by national authorities. <p>Examples of these kinds of voluntary FOP systems include:</p> <ol style="list-style-type: none"> 1. Nutrient-specific labelling schemes. There are numerous examples of voluntary industry initiatives 	<p>CGF Health and Wellness Core Team http://healthandwellness.mycgforum.com/</p>

Definitions (cont...)

Term	Source
<p>of this type. They include the “GDA” system in the U.K.; Facts Up Front in the U.S.; and interpretative schemes such as Choices International, etc.</p> <p>Nutrient specific schemes sometimes include an expression of the recommended daily amount for each nutrient or of energy, based on national guidelines. Examples of recommended daily amount denotations include “GDAs” or “Guideline Daily Amounts” (UK, EU); Reference Intake (EU); or % DV or Percent Daily Value (U.S., Canada). Nutrient-specific labelling schemes may also contain colours denoting whether a specific nutrient represents a high, medium or low percentage of the recommended daily amount – a variation often referred to as “traffic lights”. The interpretative schemes such as Choices International refers to a front-of-pack logo scheme that identifies foods as “responsible choice” based on nutrition profiles defined for a number of product groups.</p> <p>2. Summary labelling schemes. These voluntary schemes have tended to be sponsored by governments and/or public health groups (Swedish Keyhole) or by individual companies (Guiding Stars, NuVal, Choices, Great for You). Two different types of summary schemes typically found are:</p> <ul style="list-style-type: none"> • Schemes based on nutrition criteria, certain foods would bear a label/seal indicating that they are a good nutrition choice. This label would only appear on those foods that met the criteria. • Schemes based on nutrition criteria, all foods would bear some kind of “rating” – a number or 1-3 stars or some other designation -- that provides consumers with a comparative nutrition ranking of all foods. 	
<p>Reference Intake Reference Intake is based on an average adult intake of 8400 kj/2000 Kcal. Energy and nutrients may be expressed as percentage of reference intake based on portion.</p>	<p>EU Regulation 1169/2011 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:EN:PDF</p>

Definitions (cont...)

Term	Source
<p>Nutrition Labelling Nutrition Labelling is a description intended to inform the consumer of nutritional properties of a food. Nutrition labelling consists of two components:</p> <ul style="list-style-type: none"> (a) nutrient declaration; and (b) supplementary nutrition information. 	<p>CODEX http://www.codexalimentarius.org/standards/list-of-standards/en/?no_cache=1</p>
<p>Nutrition Claim Nutrition Claim is any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins and minerals.</p> <p>It is important to always check national regulations for specific requirements for nutrition labelling.</p>	<p>CODEX http://www.codexalimentarius.org/standards/list-of-standards/en/?no_cache=1</p>
<p>Nutrient Content Claims A nutrient content claim is a word or phrase on a food package that makes a comment about the nutritional value of the food. The claim will mean the same for every product. The following are some approved nutrient claims.</p> <ul style="list-style-type: none"> • Low-calorie <ul style="list-style-type: none"> - 40 calories or less per serving • Sugar-free <ul style="list-style-type: none"> - Less than 1/2 gram sugar per serving • Low-fat <ul style="list-style-type: none"> - 3 grams fat or less per serving • Cholesterol-free <ul style="list-style-type: none"> - Less than 2 milligrams cholesterol per serving and 2 grams or less saturated fat per serving. • Sodium-free <ul style="list-style-type: none"> - Less than 5 milligrams sodium per serving • Salt-free <ul style="list-style-type: none"> - Meets requirements for sodium-free 	<p>US National Library of Medicine http://www.nlm.nih.gov/medlineplus/ency/article/002459.htm</p>
<p>On-Pack Nutritional Information On-Pack Nutritional Information provides nutrition information to consumers on the food and beverage package. The CGF resolution on nutrition labelling provides for nutrition information on-pack per portion for the key nutrients of public health interest, as modified by any national statutory or regulatory requirements.</p>	<p>CGF Health and Wellness Core Team http://healthandwellness.mycgforum.com/</p>

Definitions (cont...)

Term	Source
DIET	
<p>Healthy Diet & Lifestyle Encouraging people to move towards a diet and active lifestyle, this is in line with the national guidelines.</p> <p>Examples of national guidelines include:</p> <ul style="list-style-type: none"> • Aiming for fitness • Building a healthy base • Choosing sensibly 	<p>CGF Health and Wellness Core Team http://healthandwellness.mycgforum.com/</p> <p>For example: USDA, Dietary Guidelines for Americans</p>
BODY CARE	
<p>Body Image Body image is a subjective picture of one's own physical appearance established both by self-observation and by noting the reactions of others.</p> <p>A positive body-image gives you self-confidence, self-awareness, self-acceptance and self-worth, whilst a negative body-image can lead to anxiety, depression, emotional distress, inferiority complex, low self-esteem and eating disorders.</p>	<p>Merriam Webster http://www.merriam-webster.com</p> <p>Ezine http://EzineArticles.com/3163274</p>
<p>Dietary Supplements Dietary Supplements - a preparation intended to supplement the diet and provide nutrients, such as vitamins, minerals, fibre, fatty acids, or amino acids, that may be missing or may not be consumed in sufficient quantities in a person's diet. Some countries define dietary supplements as foods, while in others they are defined as drugs or natural health products.</p>	<p>Directive 2002/46/EC of the European Parliament and of the Council http://en.wikipedia.org/wiki/Dietary_supplement</p>
<p>Good Hygiene Good Hygiene involves properly caring for your body by keeping it clean and healthy while allowing you to look and feel your best. It is also a highly effective way for you to protect yourself from illness and infection.</p>	<p>Ehow http://www.ehow.com/facts_5589780_definition-personal-hygiene.html#ixzz2TQVExmLg</p>
<p>Personal Care Products that consumers rely on to live better, healthier lives - from moisturisers, lipsticks and fragrances to sunscreens, soaps and anti-cavity toothpastes. These products are essential to today's consumer lifestyles.</p>	<p>Personal Care Products http://www.personalcareproducts.org</p>

Definitions (cont...)

Term	Source
<p>Symptom Relief and Treatment Symptom Relief and Treatment - symptom alleviation, cure of a condition and/or reduction of discomfort – from over the counter medicines (cough/cold/flu and digestive health products) to bandages, topical ointments and external pain relief.</p>	<p>Directive 2002/46/EC of the European Parliament and of the Council http://en.wikipedia.org/wiki/Dietary_supplement</p>
<p>UV Protection UV Protection is helping protect people from ultraviolet (UV) exposure – the leading preventable risk factor of skin cancer. Sunscreen protects the damaging effects of UV light in four ways – by reflecting UV, absorbing UV, decreasing UV and decreasing antioxidant damage created by UV.</p>	<p>American Academy of Dermatology http://www.aad.org/stories-and-news/news-releases/emerging-technologies-light-the-way-for-better-sun-screens-</p>
HEALTH IN THE WORKPLACE	
<p>Employee Wellness Programmes Employee Wellness Programmes are encapsulated in the CGF health and wellness resolutions.</p>	<p>CGF Health and Wellness Core Team http://healthandwellness.mycgforum.com/</p>
ADVERTISING TO CHILDREN	
<p>Advertising to Children Under 12 With respect to advertising to children under 12 years, this means advertising in child-directed media where 35% or more of the audience is under 12 years of age. This covers TV and print advertising, third-party internet and company-owned websites (including corporate and brand-owned websites) directed to children under 12 years of age.</p>	<p>IFBA https://www.ifballiance.org/</p>

Terminology Section

Health and Wellness is increasingly important to consumers and businesses alike. The absence of a common, well-defined lexicon of health and wellness terms makes it difficult for professionals to speak a common language. The variety of terms, usages, and claims that are being applied in the consumer goods industry can rob those terms of meaning, making it difficult for businesses that are genuinely leading in this area to differentiate themselves. The purpose of this Glossary is to begin to harmonise and clearly define the terms that businesses use to describe their health and wellness efforts.



Sources

The Health and Wellness Glossary is based on the following referenced sources. The sources were used in order of research use. Global sources were used in priority. The list of terms included is not intended to be either exhaustive or exclusive.

WHO (10 terms): <http://www.who.int/> and <http://apps.who.int/thelexicon/entry.php>

The Consumer Goods Forum Health and Wellness Core Team (5 terms):
<http://healthandwellness.mycgforum.com/>

European Commission (4 terms): <http://ec.europa.eu/health/>

Codex (3 terms): <http://www.codexalimentarius.org/>

IFBA (1 term): <https://www.ifballiance.org/>

Merriam Webster (2 terms): <http://www.merriam-webster.com/>

U.S. Department of Health & Human Services (1 term):
<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/healthy-weight-basics/balance.htm>

EUFIC (1 term): <http://www.eufic.org>

US National Library of Medicine (1 term): <http://www.nlm.nih.gov/>

Personal Care Products (1 term): <http://www.personalcareproducts.org/>

Ehow (1 term): <http://www.ehow.com/>

American Academy of Dermatology (1 term): <http://www.aad.org>

Ezine (1 term): <http://EzineArticles.com/3163274>

Framework of Terminology

Terminology	CGF Resolutions	Associated Terms
HEALTH		
Basic Health Indicator	√	
Health	√	
Health Literacy	√	
Health and Wellness	√	
NonCommunicable Diseases		√
STAKEHOLDERS		
Civil Society	√	
Public Health	√	
Public-Private Partnerships for Health	√	
NUTRITION		
Malnutrition		√
Nutrition	√	
Nutritional Deficiencies	√	
Public Health Nutrition		√
ENERGY AND NUTRIENTS		
Energy Balance	√	
Carbohydrate	√	
Protein	√	
Sodium	√	
Sugar(s)	√	
Fat	√	
Saturated Fats	√	
Mono-unsaturates		√
Polyunsaturated fatty acids		√
Trans Fatty Acids	√	
Dietary Fibre		√
PRODUCT INFORMATION		
Energy Information	√	
Front of Pack Labelling	√	
Reference Intake		√
Nutritional Labeling	√	
Nutrition Claim	√	
Nutrient Content Claim		√
On-Pack Nutritional Information	√	
DIET		
Healthy Diet & Lifestyle	√	

Framework of Terminology (cont...)

Terminology	CGF Resolutions	Associated Terms
BODY CARE		
Body Image	√	
Dietary Supplements		√
Good Hygiene	√	
Personal Care	√	
Symptom Relief and Treatment		√
UV Protection	√	
HEALTH IN THE WORKPLACE		
Employee Wellness Programme	√	
ADVERTISING TO CHILDREN		
Advertising to Children Under 12	√	

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Acronyms

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BMI	Body Mass Index
CGF	The Consumer Goods Forum
EC	European Commission
EU	European Union
EUFIC	European Food Information Council
FAO	Food and Agriculture Organisation of the United Nations
FOP	Front of Pack
GDA	Guideline Daily Amount
ICC	International Chamber of Commerce
IFBA	International Food and Beverage Alliance
ILO	International Labour Organisation
MTK	Marketing to Kids
NCD	NonCommunicable Diseases
NRV	Nutrient Reference Values
OECD	Organisation for Economic Co-operation and Development
RI	Reference Intake
UN	United Nations
UV	Ultraviolet radiation
WEF	World Economic Forum
WFA	World Federation of Advertisers
WHO	World Health Organisation

About The Consumer Goods Forum

- The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of over 400 retailers, manufacturers, service providers and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category and format. Forum member companies have combined sales of EUR 2.5 trillion. Their retailer and manufacturer members directly employ nearly 10 million people with a further 90 million related jobs estimated along the value chain.
- The Consumer Goods Forum is governed by its Board of Directors, which includes 50 manufacturer and retailer CEOs and Chairmen.
- The Forum provides a unique global platform for knowledge exchange and initiatives around five strategic priorities – Emerging Trends, Sustainability, Safety & Health, Operational Excellence and Knowledge Sharing & People Development – which are central to the advancement of today’s consumer goods industry.
- The Forum’s vision is: “Better lives through better business”. To fulfil this, its members have given The Forum a mandate to develop common positions on key strategic and operational issues affecting the consumer goods business, with a strong focus on non-competitively sensitive process improvement. The Forum’s success is driven by the active participation of the key players in the sector, who together develop and lead the implementation of best practices along the value chain.
- With its headquarters in Paris and its regional offices in Washington, D.C., and Tokyo, the CGF serves its members throughout the world.

For more information go to: www.theconsumergoodsforum.com & <http://healthandwellness.mycgforum.com>.

“The private sector can be a significant player in promoting healthy diets and physical activity. The food industry, retailers, catering companies, sporting goods manufacturers, advertising and recreation businesses, insurance and banking groups, pharmaceutical companies and the media all have important parts to play as responsible employers and as advocates for healthy lifestyles”.

WHO Global Strategy on Diet, Physical Activity and Health



**HEALTH &
WELLNESS**

