

# OTC *bulletin*

THE BUSINESS NEWSLETTER FOR EUROPE'S CONSUMER HEALTHCARE INDUSTRY

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## Europe moves closer to list of permitted claims

**Europe's list of permitted general-function health claims for use on foods has moved a step closer to implementation.**

On 5 December, the European Commission's Standing Committee on the Food Chain and Animal Health gave the go-ahead to the draft regulation establishing a list of permitted claims for all substances except botanicals.

The draft list – containing 222 permitted health claims – is now subject to a three-month scrutiny period by the European Parliament before publication in the *Official Journal* of the European Union.

The 222 health claims have survived an assessment process, which saw the European Food Safety Authority (EFSA) reject the vast

majority of the nearly 3,000 submissions involving substances other than botanicals.

Meanwhile, the 1,548 submissions for claims on botanicals have been placed on hold by the European Commission pending further consideration on how to proceed with them (*OTC bulletin*, 15 April 2011, page 15).

A limited number of general-function health claims for other substances are also on hold. These include claims relating to microorganisms, which were considered to be insufficiently characterised, as well as claims for which the evidence provided during the initial submission was not sufficient to establish a cause and effect relationship (*OTC bulletin*, 18 August 2011, page 1).

## Cassiman leaves Omega after shake-up

Omega Pharma said its former chief executive officer **Jan Cassiman** had left the company. The Belgian OTC firm commented that Cassiman – who had been vice-president, head of innovation and business development – would pursue his career outside the company.

Meanwhile, Omega's chief strategy officer **Sam Sabbe** has left the company's executive

committee, but has retained responsibility for mergers and acquisitions.

Cassiman had experienced a turbulent final few years at Omega. Having been promoted to chief executive officer in September 2006 (*OTC bulletin*, 29 September 2006, page 1), he was moved to the new post of chief operating officer just 18 months later, as Marc Coucke returned to lead the company (*OTC bulletin*, 17 March 2008, page 1).

Then in September 2009, Cassiman was replaced as chief operating officer by Georges De Vos and was put in charge of business development (*OTC bulletin*, 16 September 2009, page 23).

Cassiman and Sabbe would not be replaced on the executive committee for the timebeing, Omega noted. The committee now consists of chief executive officer Marc Coucke, chief finance officer Barbara De Saedeleer and head of marketing and sales Chris Staueble.

Omega is currently in the midst of a takeover led by Coucke and his investment company Couckinvest (*OTC bulletin*, 14 September 2011, page 1).



Jan Cassiman was Omega Pharma's chief executive officer for around 18 months