Health claim

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**Introduction**

The health claim is regarded as the relationship between health and food rather than a general statement of content. According to World Health Organization (2015), the health claim is usually made by individuals affected by certain condition and therefore, it is compensation over certain medical related issues. There are two types of health claim which are known. These are general level health claim and high level health claim and therefore, the issue of health claim is a serious in the food industry. It is also regarded as the voluntary statements which are issued by the food companies. The statement of the health claim can therefore, appear on the advertising and on the food label. However, there are various types of claims, which are known and this claims are related to health and food or product manufactured by a company.

General claim are referred as the substance, which are in the food and it has some effects to the health. For instance, the calcium for healthy bones and teeth is a health claim, which is usually made by companies making toothpaste. It is popularly made by Colgate Company when it is advertising its “triple action” paste to customers. The message means that collage triple action contains calcium, which is good for teeth. The advertising is focusing on the importance of the calcium to the building and strengthens of the teeth. The high level health claims is a substance or nutrients, which are found in the food and it has a link to a serious disease. For instance, the statement diet high in calcium can reduced the level of risk of osteoporosis in people who have attained the age of 65 years and above. It means that the biomarker claim that the phytosterol can reduce the blood cholesterol.

There are several health claims in the media and internet and some of the popular health claims are “processed food can lead top weight gain but it is about more calories.” A study has established that processed foods contain more calories compared to any other food and therefore, constant or frequent eating of such foods could lead to weight gain. Most health specialists advised people to have a well balanced diet and to take a lot of homemade food. This could be the fact that processed food is not good for the food and therefore, it is advisable to limit the intake. According to Mozaffarian, Hao, Rimm, Willett, & Frank (2011), ultra processed food could cause weight gain due to overeating and therefore, it is advisable to minimize the quantity of processed food being taken daily. A study conducting by the University of Minnesota regarding the dieting and weight gains concluded that, the weight gain among the participated are related to the type of food, which each person take. And therefore, majority of people who are taking processed food gained more weight compared to the people who took processed rarely or mixed processed and homemade food (Hall, Ayuketah, Brychta, Hongyi, & Cassimatis, 2019). Therefore, there is enough evident based, which indicates that processed food can lead to weight gain. It is therefore, means that the claim, which are made by the company is accurate and people should therefore, limit the intake of processed food for the sake of their health. The ultra diet food causes a serious weight gain because of the high content of calories, which are in the food. A study has indicted that most of these foods are prepared using a lot of oil and sugar and therefore, they contain a lot of calories, which result to weight gain.

It is important to validate this claim because it could help many people to reduce the weight. A study has indicated that there is constant increase of weight gain across Australia and other countries within the Western world. The constant increase of weight could be as a result of intake of a lot of processed food. Over the last few years, the growing number of fast food restaurant s has been witnessed in Australia and other countries across the western region and most of these fast food served processed food. It is therefore, possible that the increased number of fast food has caused the high increase number of overweight individual and therefore, it is important to limit the intake of processed food in order to control the weight gain (Anderton, 2019). A study has indicated that weight gain can lead to serious chronic disease such as high blood pressure, heart attack and hypertension and therefore, the health claim that processed food can lead to weight gain is a serious health claim which should be observed by everyone. This therefore, validates the claim and a serious healthy eating should be observed to limit the danger of taking too much processed food.

In conclusion, health claims are regarded as the information or statements, which are related to health and food. It is like a warning or advisory information to customers regarding a specific product. And therefore, it is important to follow some of the health claim on TV and from the internet. The health claim processed food can lead to weight gain has been accepted and therefore, it is important to limit the amount of processed food being taken.

# References

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