Satiety and Appetite Control Claims: Getting it right for Consumers

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Setting the Scene on Satiety-Related Claims

- Criteria for substantiation should be clear to consumers
- EFSA nutrition panel have published a guideline on health claims for appetite and weight management
- The guideline requires definition of food/constituents for which the claim is made, a standard method of testing and appropriate outcome variables
- Enforcement of legislation around claims made by food industry falls to the governments of member states
State of the Science

• Generally agreed principles for measuring the effects of food manipulations under scientifically controlled conditions

• Promotion of appetite control might occur via reducing energy content by preserving satiety effects or maintaining energy content but promoting the intensity/duration of satiety; or both

• Appetite is influenced by gut function (emptying, distension, motility) and GI peptides involved in appetite regulation can be used as potential biomarkers of satiety e.g. ghrelin, CCK, GLP, PYY).
Consumer Benefits and Understanding

• The proposal that enhanced satiety only benefits consumers by a direct effect on food intake is rejected.
• There are a variety of routes through which enhanced satiety could (indirectly) benefit dietary control or weight management goals
• Consumers correctly identify satiety claims as managing hunger but do not interpret this to mean a “magic bullet” for weight loss
• Consumers understand the role of personal responsibility in managing body weight
Model to understand benefits

- Greater liking of satiating foods
  - Consumption of more satiating individual foods or pattern of eating
  - Greater overall summed satiety effect for total diet
- Greater food ‘reward’
- Improved acceptance lower energy foods
  - Reduced hunger dysphoria
  - Less stimulus for ‘opportunistic’ eating
  - Better control of (reduced) energy intakes
  - Improved potential for achieving weight management goals
  - Greater ease of dietary control (meeting desired goals, patterns, choices)
  - Improved quality of life and health outcomes
Conclusions

- Significant investment in research, product innovation and design to enhance satiety and appetite control
- EFSA guideline provides the framework through which scientific substantiation of claims can be assessed
- Researchers have agreed the principles upon which scientific studies on satiety and biomarkers for satiety should be conducted
- Consumers may benefit from satiety enhancement in a number of different ways and they do not misconstrue claims
- Responsible communication of satiety claims backed by evidence from well controlled scientific studies as well as the research itself are both needed to optimise satiety functionality and claims