Healthier Choice Symbol (HCS)
Online Application User Guide
– Application Submission
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December 19, 2019
Login using CorpPass

Please go to https://healthier-choice.hpb.gov.sg and login using CorpPass

- If you have already completed your first time login, you will be directed to the “Manage Applications” page. If you have not done your first time login, please refer to the User Manual on Onboarding.
Manage Applications page

- Introducing some features in the “Manage Applications” page

Search function

- You can perform basic search
- You can also perform Advance Search by clicking on the Advance Search button to expand the Search section to reveal more fields.
Applications Submitted

- You will see all the submitted applications and their status. The applications are arranged in the order of applications that needs your attention most e.g. open, re-open, draft, new

Click on the arrow to expand the application to view package status
Application Status and Package Status

- Newly submitted Application
- To amend
- Amended
- Revise
- Final Review
- Reassess
- Approved/Rejected
  (Pending packages)

Status same as OPEN (COMPLETED applications reopens when revised artwork or new package are submitted)

Rejected (All packages rejected/Application rejected)

Withdraw/discontinued/rejected (Negative end states)

Assigned To
- You will be able to know who is the HCS admin staff assisting with your application from the “Assigned To” column.
Submit New Application

- To create a new application, please click on the “+ Add New Application” button

- You will be directed to the below page. If you have all the information ready, it would not take you more than 10 minutes to complete the form. All the 3 sections have to be filled in to submit the application.

Please read the “Important Information To Note” before creating a new application.

Click “Create New Application” to proceed.
Below are the important information listed on the page.

1. You may download the HCS logo for your product packaging artwork. Usage of the HCS logo on product packaging and all materials not approved by HPB is a violation of the HCS Trademark. HPB reserves the rights to pursue legal action.

2. If you have more than one product packaging artwork for a package size, e.g. front and back view, please combine 1 PDF file or ZIP the PDF files. Only 1 file per package size is allowed for submission (size limit 10MB).

3. Maximum of 10 draft applications and 10 open applications per company at any one time.

4. Please complete any draft and open applications within 4 months. Beyond 4 months, all pending applications will be rejected by the system as part of system database maintenance.
Section 1: Product Information

- These are the information to key in regarding the product(s) you are applying HCS for.
- An asterisk ‘*’ means mandatory fields to key in.
Application Information
Please indicate if the application is a re-application or reformulation of an existing application.

Re-application or reformulation of an existing application happens when you need to re-apply an existing application due to change in ingredients and nutrient values or changes in application information with no change in ingredients and nutrient values.

i. Re-application – No change in ingredients and nutrient values

ii. Reformulation – Change in ingredients and nutrient values

- If it is a new application and not a re-application/reformulation of an existing application, please select “No”.

- If “No” is selected, you do not need to select “Application Type”.

The product information of the existing application number will be auto populated.

If “Yes” is selected, please indicate the application type.

Bringing your cursor to the will show you the definition of re-application and reformulation.

Please select the existing application number you are re-applying for from the dropdown list.
Product Information

The information that you need to key in are the following:

- An asterisk ‘*’ means mandatory fields to key in.
- It is important to key in the exact Brand name and Product name.
- If your application is approved, the Brand Name and Product Name keyed here will be displayed in the Licence Agreement.
- Please list the full ingredients from the highest to the lowest weight, separated by commas.
- You may copy and paste the ingredient listing into the box.
- Up to 2000 characters
- This is non-mandatory
- It is for some categories that needs density to calculate the nutrient values, e.g. ice cream, edible oils

You may refer to HCS Nutrient Guidelines for the Product category and Product Subcategory

Please ensure that the HCS tagline tallies with the HCS logo used on the product packaging.

If you would like to submit the application at a later time, please click “Save as Draft”.

If you would like to continue, please click ‘Save and Next’ to proceed to next tab.

Please note if you leave this page before pressing any of the buttons, the information you keyed in will be gone.
**For Reconstituted Product**
- Please select "Yes" for Reconstituted product if your product requires reconstitution before consumption, e.g. Milk powder, 3-in-1 coffee, recipe mixes, etc.

  ![Reconstituted product selection](image)

  The "Preparation method" box will appear for you to indicate the preparation method.

  Up to 2000 characters

- The reconstituted button are pre-selected for some categories e.g. recipe mixes, milk powder as these are standards products that need reconstitution before consumption.

- If your product is a powder product but unable to select reconstitution, it could be that the category typically does not need reconstitution before consumption, e.g. fresh fruit. Please contact the HCS admin team for help when you are not able to select the reconstitution.

**For Product Sweetened with Non-nutritive sweetener and/or Sugar Alcohol**
- If your product is sweetened with non-nutritive sweetener and/or sugar alcohol, please select “Yes” and indicate the name of the non-nutritive sweetener and/or sugar alcohol using the auto-suggestive list.
- You may also key in free text.

  ![Sweetened with non-nutritive sweetener selection](image)

  ![Sweetened with sugar alcohol selection](image)

  ![Density of product](image)

  ![Name of non-nutritive sweetener](image)

  • Enter name of non-nutritive sweetener and/or sugar alcohol with auto-suggestive list.
  • If you can’t find the sweetener/sugar alcohol in this list, you can add in free text.
Section 2: Nutrient Values

This is where you key in the nutrient values and submit the lab report for your product.

If you would like to submit the application at a later time, please click “Save as Draft”.

If you would like to continue, please click ‘Save and Next’ to proceed to next tab.

Please note if you leave this page before pressing any of the buttons, the information you keyed in will be gone.
1. Please key in the nutrient values from the lab report into the boxes below.
2. Besides the 10 core nutrients, nutrients that are part of the guidelines for the category the product is applying under will appear. For example, if the product is a cereal product, Wholegrain, which is not one of the core nutrients, will appear as one of the qualifying nutrients.

- Please do not enter the units (e.g. g, kcal, mg, etc) into the boxes.
- Only numbers will be accepted.

Blue highlights indicate the nutrients might not meet the guidelines. Please download and refer to the HCS Nutrient Guidelines for the complete guidelines as some footnotes and labelling requirements are not listed here.

The corresponding HCS guidelines for the category the product is applying under will appear.

Please download and refer to the HCS Nutrient Guidelines for the complete guidelines as some footnotes and labelling requirements are not listed here.
Additional Nutrients
1. If the product contains nutrients that are not in the table, you can add in the nutrient by clicking on “Add Nutrients”.

2. You may select the nutrient that you wish to add from the dropdown list.

3. Please fill in the box(es) accordingly. You can also delete the added nutrient if it is not required.
Uploading Lab Report(s)

- Please upload the Lab report in PDF format (max 15 files, 5MB each).

You are able to delete the Lab report by clicking on the “Delete” button.

A pop-up message will be displayed.

Please click “Confirm” to delete lab report. Please click “Cancel” if you do not want to delete and to go back to the previous screen.
Section 3: Packaging Artwork
This is the last section to fill in before submitting the application to HPB.

- This is where you upload the packaging artwork of your product. Only PDF format is accepted.
- If there is more than one artwork for each package size (e.g. front and back), please combine the artworks into one PDF or ZIP the PDF files before uploading.
- Only one file submission is allowed for each package size (file size limit 10MB)

Step 1: Please click ‘Add New Package Size’

Step 2: Please select if the product is in bulk package or single package.
i. Select bulk if package is meant for B2B (food service) e.g. 1 x 15kg Oil and/or if is a bulk package, e.g. 6 x 200ml

- Please key in any Text (e.g. PET bottle) in Packaging Description box.
- Only accept numbers
- Please upload the artwork file (max 1 file, 10MB in PDF or ZIP) and click ‘Save’. If there is more than 1 artwork for 1 package size (e.g. front and back), please combine and submit in 1 PDF or ZIP file. Please note that if it is a ZIP file, all the files in the ZIP file should be in PDF format.

ii. Select single if it is a single package, e.g. 200 ml

- Please key in any Text (e.g. PET bottle) in Packaging Description box.
- Only accept numbers

Step 3: Please upload the artwork file. Only PDF format is accepted. Max 1 file, 10 MB

Step 5: Please click “Save”
• The details of the product will be displayed with “Draft” status.

If you wish to add more package size, please click “Add New Package Size” and repeat the steps.

Click on the arrow to expand the row to view the attached artwork.

If you need to make any amendments before submission, you may select delete or edit.

Please click ‘Submit’ when you are ready to submit the application.

• A pop-up message will be displayed. Click “Confirm” to submit the application to HPB.

• A message “Application has been submitted to HPB” will be displayed at the top of the screen.
• An Application Number will be generated with Application Status - “New” and a submission date will be displayed in the “Manage Applications” page.

• Click on the arrow to expand the row to view the details of the packages.
Commenting

- You can communicate with HCS admin team using the commenting box.
- The comment box is available at the bottom of all the 3 sections.
- To view the reply from HCS admin team and/or to see all the comments, please click on “View All Comments”.

Select 'View all comments' to see comments by HCS admin

Key in your comments in this box and click ‘Send’

You may attached image or PDF files

You can see all the comments for the application here.

Click here to return to the application page

You can type a comment here and send to HPB
Notifications

- You will receive email and system notifications when the applications have been approved, rejected, require amendment(s) or any other notifications that required your attention.
- You will also receive email and comment notification when HCS admin staff leaves a new comment for the application.
- There is a separate icon for system notification and comment notification. The increase in the numbers indicated new system notifications and comments coming in.

To view all comments and system notifications, please click on “View All”.

Please click on the speech bubble icon to view comment notifications, and then click on “View Comments”.

This is the icon for comments notification

This is the icon for system notification
- You will be able to view both the system and comments notifications, and able to toggle between system notifications and comments.

- To clear all comment notifications, click “Mark All As Read”. You can also do the same for system notifications.
• A message “All comments have been read” will be displayed.

• To view system notifications, please click on the bell icon.
• You may click on “View Application” to open the application directly and work on the amendments.
Summary Of A General Application Process Flow

Application Status

New → Open → Open → Open → Open → Completed

Package Status

New → To Amend → Amended → Final Review → Reassess* → Approved

To amend and Amended process will continue until all required amendments are addressed

*Not every application will have the Reassess package status
To Amend Application

- Application sent back by HCS admin for amendment will have the package status ‘To amend’
- Click on the Application number to go into the application

Inside the application, go to the comment box and click on ‘View all comments’.

The amendment required for the application might be for all 3 tabs (PI, NV, artwork). Please click ‘View all comments’ to see all comments by HCS admin for your application.
After you click “Returned to the Application”, you may start working on the amendments.

The comments for amendments required for “Product Information” and “Nutrient Values” will be displayed here.

You may type your clarification here and send to HCS admin. You may also attached screenshot on the area you want to seek clarification.

If you have any clarifications or comments, you may type your comments in the comment box and click “Send”. The comments will be captured in the “View All Comments” section.

Please click “Save and Next” to proceed to Nutrient Values to make amendments.
• Please make the necessary amendments in the Nutrient Values section.

• You may update the lab reports, if necessary
• If you need to delete the lab report, please leave a comment to HCS admin for help to delete the lab report.

Please click “Save and Next” to proceed to Artwork to make amendments.
In the Packaging Artwork section, the status of the package will be updated with “To Amend” for those packages that require amendments.

If there isn’t any file uploaded under “HPB Comments” for your amendments, please go to “View All Comments” to see the comments from HCS admin or you may leave a comment to seek clarification from HCS admin.

To view the comments made by HPB on the amendments required for the packaging artwork, please click and download the file under “HPB Comments”.

Click the arrow to expand to see more
- To amend the packaging artwork, select “Amend” from the dropdown list.

- Upload the amended artwork and any other amendments and click ‘Save’

- A pop-up message will be displayed. Please click “Confirm” to proceed.
• The status will be changed to “Amended”.

• A message “Amended application HCSxxx has been sent to HPB” will be displayed.

• The application status will be “Open” and package status becomes Amended
• If you have any clarifications or comments after submitting the amendments, you may still send a comment in the comment box. You can type in your comments and attach screenshot for clarification in the “Attach Files” and click “Send”

• You can view all the comments at “View All Comments”.

• The comments and file attachments that you have added in will be captured here. Click “Return To Application” to go back to the application page.
Rejection of an Application/Package

Rejection of an application may occur on package level or application level. A Reject reason will be provided by HPB. To go to the application to see the reason, there are 2 ways.

1. When you receive the email notification, please log in to HCS Online.
   - Click on the notification bell and click “View Application” to bring you to the application page

2. Please log in to HCS Online and Go to “Manage Applications” page
   - You will see the list of applications that you have submitted. Please click on the rejected HCS application number to view the application.

   The reason for rejection will be displayed.
• If a package is rejected, you can view the rejection reason under “Packaging Artwork” section. Step 1: Click on the application number to go to the application page.

Step 2: Click on “Packaging Artwork” tab
Step 3: Look for the package size that is rejected and click on the arrow to expand the row to view the reason for rejection.
**Approved Package**

1. When a package size is approved, you will receive email and system notification.

2. If there is no more pending package size in the application, the application status will change to **COMPLETED**.

3. If there is pending package size in the application, the application status will remain as **OPEN**.

4. The approved package size is now eligible for product listing.

5. If this is the first approved product for your company, your company’s Authorised Representative will be prompted to accept the Licence Agreement (LA). Please note the LA has to be accepted before you can continue to do any application submission.

6. If your company already have a valid LA, the approved product Brand and Product Name will be auto added to the LA.
Licence Agreement

- For new companies with no valid Licence Agreement (LA), the LA will be created when the first HCS product is approved.

- The company’s Authorised Representative will need to log in to HCS Online to acknowledge and accept the LA within 2 weeks. If the LA was not accepted within 2 weeks, the approved product(s) in the LA will be auto rejected by the system and company would need to re-apply if they still want HCS on the product.

- Please also note the company would not be able to proceed with any application submission if the LA is not accepted.

- Staff when they log in or when they are in the midst of application submission will be prompted with the below LA page when the first product is approved. Please get the company’s Authorised Representative to log in to HCS Online and accept the LA.

Please Acknowledge the License Agreement

THIS AGREEMENT is made on 11 Dec 19 between:

(B) HEALTH PROMOTION BOARD, corporation constituted under the Health Promotion Board Act (Cap. 122B) and having its main office at 3 Second Hospital Avenue, Singapore 169307 (hereinafter referred to as the “Licensor”), and

(Y) YOGIH BUDHI DEVI PRITHVIT KUTI, U/L/H No. 201400001591, a company incorporated and having its registered address at 30 PASIR PANJANG HILL, Singapore 118898 (hereinafter referred to as the “Licensee”),

such a “Party” and collectively, the “Parties”

WHEREAS:

(A) The Licensee is engaged in the business of manufacturing/distributing the Product(s) (defined below).

(B) The Licensor was established with a vision to (i) empower Singaporeans to achieve optimal health throughout life (ii) ensure accessibility to health information and preventive health services (iii) collaborate with public, private and community organisations in Health promotion (iv) create a conducive environment for leading a healthy lifestyle; and (v) be a centre of excellence for health promotion. The Licensor is also the owner of all widely recognised rights, title and interest in and to the Trademark.

(C) The Licensor desires to obtain a non-exclusive and non-transferable right to use the Trademark on the Product(s), and avail itself of the benefits associated with having the Product(s) acknowledged by the Licensee as being part of the Licensor’s Healthier Choice Symbol Programme, which details of the Licensee’s Healthier Choice Symbol Programme are located on the Licensee’s website at https://www.hpcs.gov.sg.

(D) The Licensee is willing to grant the Licensee such non-exclusive and non-transferable right to use the Trademark on the Product(s) on the terms and conditions hereinafter provided.

NOW, THEREFORE, the Parties agree as follows:

1 DEFINITION

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A message “LA has been signed successfully” will be displayed.
2. For companies with existing LA, the approved product will be automatically added to the LA.
   - Companies can go to Resources > HCS Licence Agreement (LA) to view the LA.
   - Click on “View Licence Agreement” to view the LA.
   - The details of the approved applications will be added in the LA.
Summary of the LA acceptance process will look like this.

- HPB approve the application
- A notification email to company will be triggered
- Company Authorised Representative accept the LA within 2 weeks
- LA acceptance completed
HCS Product Listing

When a product package size is approved, it is eligible for HCS Product Listing

- When your approved product starts to carry HCS logo on the packaging in the market, you may go to HCS Product Listing tab and add it to the list of approved HCS products on HCS webpage. It will also be added to the School Beverage list (if your product is a beverage with no sweeteners/sugar alcohols).
- You may also be able to select the product for Advertising Materials submission.

Step 1: Please click “List HCS Product” for the product that you want to add to the list of approved HCS products on HCS webpage.

When a product package size is approved, it will be added to the Listing Information table in the HCS Product Listing tab, so that companies can proceed to list the product.
• All fields are mandatory in this section.

- Please upload the product shot (max 1 file, 10MB).
- Please enter the barcode. Check the box if it is not applicable.
- Please select if Halal logo is displayed on packaging.
- Please indicate when the product started carrying the HCS logo in the market.
- Please check the box of the location where the products are sold and indicate the price.
  - If the location is not listed here, click “Add Other Locations” to add in the location.
  - If the product is sold online, click “Add Online Locations”.

• Please enter the location and price accordingly. You can remove the location by clicking on the delete button.
Please click “Add to List” when all information are keyed
• A pop-up message will be displayed. Please click “Confirm” to add the package size to HCS Product List.

• The “Listed Date” will be displayed when the product has been successfully updated.
Edit HCS Product Listing Information

After listing the product, you may edit or delist the product

- To edit the details of the listed product, click on “Edit”

Update the fields that you wish to edit, and click “Save”
A message “Edit success” will be displayed. You will be able to view the changes that have been captured by expanding the row.
Delist HCS Product

- Please note that when the product is no longer in the market, companies need to delist the product. To delist the product, please click on “Delist HCS Product”, click on “Delist”.

- A pop-up message will be displayed. Please click “Confirm” to delist the product.
• The “Delisted Date” will be displayed when the product has been successfully delisted.

Reлист HCS Product
• Please note that you can relist the product. To relist the product, please click on “List HCS Product”, and do the same steps above.
Revise Artwork Submission

Companies can submit a revised package artwork for packages with “Approved” status. You do not need to create a new application in this case.

- Open the application whose package has been approved and navigate to “Packaging Artwork” tab.

- Select “Revise” from the dropdown list.
• Please upload the revised packaging artwork file (max 1 file, 10MB in PDF or ZIP) and click “Confirm”.

A pop-up message will be displayed. Please click “Confirm” to submit the revised artwork to HPB.

The message “Package size xxx revised artwork has been submitted to HPB” will be displayed.
• The application status will be changed to “Re-Open” and package status will be changed to “Revise”.

New Package Size Submission

Companies can submit a new package size artwork for application with “Completed” status. You do not need to create a new application in this case.

• Open the application and navigate to “Packaging Artwork” tab.
• Click Add New Package Size.

Step 1: Please click ‘Add New Package Size’

Step 2: Please select if the product is in bulk package or single package.
i. Select bulk if package is meant for **B2B (food service)** e.g. 1 x 15kg Oil and/or if is a **bulk package**, e.g. 6 x 200ml

ii. Select single if it is a **single package**, e.g. 200 ml

- Please upload the artwork file (max 1 file, 10MB in PDF or ZIP) and click ‘Save’. If there is more than 1 artwork for 1 package size (e.g. front and back), please combine and submit in 1 PDF or ZIP file. Please note that if it is a ZIP file, all the files in the ZIP file should be in PDF format.

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**Step 3:** Please upload the artwork file. Only PDF format is accepted. Max 1 file, 10 MB

**Step 5:** Please click “Save”
• A pop-up message will be displayed. Click “Confirm” to submit the application to HPB.

• A message “Application has been submitted to HPB” will be displayed at the top of the screen.
The application status will be changed to “Re-Open” and package status will be changed to “New”.
Close Application

1. You can close the entire application if you no longer wish to continue with the application. Application status will be changed to **CLOSED**.

2. Please note that once application is closed, it cannot be re-opened. Companies will have to re-apply for the product again if you wish to continue with this application again in the future.

3. A pop-up message will be displayed. Select the reason from the dropdown list.

4. Once you have selected the reason, click ‘Confirm’ to close the application.

5. Please note for approved package size, it will change to “Discontinued”. Approved Advertising Materials featuring these products will be auto-rejected by the system. Please remember to delist any listed artwork(s) in the HCS Product Listing tab”.

6. For non-approved package size, it will change to “Withdrawn”.

7. The message “Application HCSxxx has been closed will be displayed. The application status will be updated as “Closed” and the reason will be captured.

- Application HCS190176 has been closed. Please remember to delist the listed artwork(s) in the HCS Product Listing tab.

<table>
<thead>
<tr>
<th>APPLICATION STATUS</th>
<th>SUBMISSION DATE</th>
<th>LAST MODIFIED DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLOSED</td>
<td>11-Dec-19</td>
<td>11-Dec-19</td>
</tr>
</tbody>
</table>

Reason for Closure: Change of business direction
Withdraw Package Size

For packages which have not been approved (e.g. To Amend, Amend, New), you can withdraw the packages individually if you no longer wish to continue with the application.

1. To withdraw the packaging artwork, select “Withdraw” from the dropdown list and click “Confirm”.

2. A pop-up message will be displayed for you to indicate the reason. Please select the reason from the dropdown list.

3. If “Others (please specify)” is selected, you will need to enter the reasons in the box provided.
4. Once you have selected the reason, click “Confirm”.

5. A message “Package has been withdrawn” will be displayed. The status of the package will be updated to “Withdrawn”.

6. Expand the row to view the reason for withdrawal for the package.
Discontinue Package Size
You can discontinue approved packages if the product has been discontinued or the product no longer carries the HCS logo.

1. To discontinue the packaging artwork, select “Discontinue” from the dropdown list under the Actions header.

2. Please click “Confirm”. 
3. A pop-up message will be displayed for you to indicate the reason. Please select the reason from the dropdown list. You may also select Others and key in free text.

4. Once you have selected the reason, click ‘Confirm’ to discontinue the package size.
5. The status of the package will be updated to “Discontinued” and the reason will be captured.

If you come across any error messages while accessing the HCS Online, please report the IT issues via the Contact Us form with the screenshot and details of the issue.