



30 April 2020

Dear Sir or Madam,

Health Promotion Board
3 Second Hospital Avenue
Singapore 168937
Tel. 6435 3500
Fax. 6438 3848
www.hpb.gov.sg

Re: Cessation of Healthier Choice Symbol (HCS) Endorsement on Fresh Eggs and Egg Substitutes

As part of the continuous and regular review process of the HCS guidelines in line with new scientific evidences, Health Promotion Board (HPB) has revised the Fresh Eggs and Egg Substitutes category.

Recent evidence on cholesterol suggests that there are no health risks associated with eating eggs. Rather, there is now good evidence that shows that there is no association between eating foods with cholesterol and the risk of high cholesterol or heart disease.

In view of the above, HPB will cease the endorsement of HCS on Fresh Eggs and Eggs Substitute with effect from 1 May 2020. This means that new applications for Fresh Eggs and Eggs Substitute will not be accepted.

As a transitional measure, industry partners with existing HCS-certified products under the “Fresh Eggs” and “Egg Substitutes” sub-category will have a one-year grace period, until **30 April 2021**, to remove the HCS from their products. This is to allow time for them to deplete existing stock of products that now do not feature in the HCS programme.

Please let us know if you have any questions or concerns regarding the grace period timeline or of this HCS guidelines change.

For further clarifications, you may write in to: HPB_HCSadmin@hpb.gov.sg or call 6435 3715/ 6435 3905 / 6435 3302 / 6435 3301.

Yours Sincerely,

HCS Programme Team
Healthy Food & Dining Division
Health Promotion Board