

Vitamin King

To whom it may concern

**SUBMISSION - P1054 - Pure and highly concentrated caffeine products**

Proposal P1054 is a proposal to amend the Australia New Zealand Food Standards Code (the Code) to prohibit the retail sale of pure and highly concentrated caffeine food products.

This recommendation was based on FSANZ's preliminary assessment that such products pose an unacceptably high risk for consumers and as such, there was a need to act to protect public health and safety.

We welcome any changes to the code that protect public health and safety. We take product safety extremely seriously and wish nothing more than to see a food and health supplement industry where Australian consumers can take product supplements free from fears of negative health outcomes.

We object to the proposed maximum limit of a 5% concentration of caffeine for all foods. We believe that Food standards have not reviewed the Fat Burner Category. We believe that the maximum limit proposed should be set at 7%.

We do welcome industry consultation going forward to ensure the safety and health of the Australian Consumer.

PLEASE NOTE: All non-resident retailers (online included) need a registration procedure. Otherwise, Australian sellers (brands, wholesalers, retailers being Australian taxpayers & employers) who are assessed via this submission will be unjustly impacted.

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