

## APPLICATION FOR A PRODUCT EXCEPTION TO THE TfL HEALTHIER FOOD ADVERTISEMENT POLICY

This application form is for products high in fat, salt and/or sugar (HFSS) to apply for exception from the Transport for London (TfL) Healthier Food Advertisement Policy. Please refer to the [TfL Ad Policy: Approval Guidance Food and Non-Alcoholic Drink Advertising](#) for more information. Where exceptions to the TfL Healthier Food Advertisement policy are granted, advertisement copy will still be subject to review before being allowed to advertise on the TfL network.

TfL's approach to product level exceptions will be kept under review and this form will be updated as required.

Prior to submitting an exception request, companies/brands should consider whether a non-HFSS version of the product is available and can be advertised instead.

**Name of company/brand applying for exception:**

**Name and description of product for which an exception is sought:**

**Product nutrient profile:** please refer to Public Health England's [Technical Guidance](#) on working out the NP score for a food or drink.

Energy (kJ/100g)	
Saturated fat (g/100g)	
Total sugar (g/100g)	
Sodium (mg/100g)	
Fruit, veg, nuts (%)	
AOAC fibre (g/100g):	
Protein (g/100g):	

Please provide an individual's contact details so we can inform you of the outcome of your application:

**Name:**

**Email address:**

**Telephone Number:**

**Address:**

1. TfL will consider exceptions to its Healthier Food Advertisement policy for food and non-alcoholic drinks that are high in fat, sugar and/or salt where the product does not contribute to high fat, sugar and/or salt (HFSS) diets in children. Please outline the primary reasons why you believe your product does not contribute to HFSS diets in children:

2. Is there a healthier version (i.e. a product which is not high in fat, salt and/or sugar according to the Nutrient Profiling Model) of the product available? If so, please give details.

3. Is the product on [PHE's sugar or calorie reduction lists](#)? If so, please give details:

4. Do you have evidence that the product is not generally consumed by children?

5. Does the presentation of the product appeal to children? Please see the [marketing techniques considered to appeal to children](#).

6. Please list below any supporting documentation you are providing with your application if applicable.

Completed applications should be sent to: [TfLHFSSQueries@tfl.gov.uk](mailto:TfLHFSSQueries@tfl.gov.uk)