

08 Aug 2022 | Interviews

Over The Counter 8 Aug 2022: The 'Dos and Don'ts' Of EU Supplement Innovation, With Mihai Inceu

by [David Ridley](#)

In this episode, HBW Insight talks to regulatory expert Mihai Inceu about the challenges of innovating in Europe's thriving food supplements market. Senior regulatory affairs officer at consultancy firm JensonR+, Inceu highlights some of the issues companies face in putting new wellness products onto the European market, particularly if they want to make health claims for herbal ingredients, also known as botanicals. As well as giving good advice about how to avoid getting into trouble with regulators, Inceu also points to some of the latest trends in this dynamic consumer health space.

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