



APPROVED AS PART OF
THE HEART AND STROKE
FOUNDATION EATING PLAN

HEART MARK

“AT THE HEART OF YOUR BUSINESS”



1. What is the Heart Mark?

The Heart Mark is the endorsement programme of the Heart and Stroke Foundation South Africa (HSFSA) aimed at enabling consumers to make healthier food choices. Products that show the Heart Mark logo have been approved as healthier food options and can form part of a healthy eating plan.

Consumers want more healthy foods at their disposal. Although price, quality and taste will always be important, the food landscape is changing and consumers are becoming increasingly health savvy. The Heart Mark makes this easy with a single symbol displayed on your product. It takes the guess work out of choosing food products out of an abundance of products available, and consumers do not need to read complicated food labels.

The Heart Mark can identify your product not only as a healthier choice, but also sets your product apart from your competitors within the same product line. The Heart Mark logo is the most recognisable health endorsement on food products in South Africa. The brand has built trust and credibility over 35 years and operates with approval from the National Department of Health.



2. How will the Heart Mark benefit you?

Our own market research shows that 8 in 10 (or 77%) of consumers instantly recognise the Heart Mark, these consumers associate the logo with healthy eating and a sense of credibility. * As consumers become more health conscious the need for healthier product options to be identified on shelf is crucial to any brand competing for limited shelf space. The Heart Mark brand prides itself in working closely with Heart Mark holders to leverage the brand and help each brand to be identified as a Heart Mark partner.

Benefits to Heart Mark Partner:

- Licence to use the endorsement Logo
- Most recognisable health endorsement Logo in South Africa
- Market your product with Heart Mark distinction
- Distinguishes your product from competitors
- Positions your brand as a responsible, consumer-centred player in the food industry
- Positions your product as the healthier option
- Heart Mark is a value-adding tool for your brand
- Aligned to the latest nutrition science.



3. The Mark of Credibility

The Heart and Stroke Foundation SA has been given permission by the National Department of Health to act as the endorsing body for the Heart Mark, and the criteria are in line with relevant food and labelling legislation. The HSFSA reviews the Heart Mark programme and criteria on an on-going basis to ensure it remains up to date with the latest local and international guidelines.



4. Partners and Value

With an ever-growing partner base now reflecting over 500 Heart Mark products to choose from across 59 different food categories, options carrying the Heart Mark can be found for most food types. A full list of Heart Mark endorsement partners and food categories can be found on our website: <http://www.heartfoundation.co.za/products>



5. How to apply for the Heart Mark

The application process for the Heart Mark is taken very seriously by the Foundation. The applicant is required to submit products to a SANAS accredited laboratory for testing (some exceptions apply).

How to Apply

Easy 4 step process:

1. **Make contact with us**
Tell us which product/s you want endorsed. We will send you an application form and the product specific criteria.
2. **Application form and fee**
Submit Application form with Company registration letter, SANAS approved Lab Results, List of Ingredients and Current Packaging Artwork. Make Application Fee payment.
3. **Evaluation and feedback**
Our Heart Mark department will evaluate your application and provide feedback.
4. **Contract**
Successful applicants will be required to enter into a formal licensing agreement with the HSFSA.

Heart Mark endorsement application is available on request via email or telephone



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