

## Supporting document 1

### Trademarked elements of the Health Star Rating (HSR) system (at Approval) – Proposal P1037

### Amendments associated with Nutrition Content & Health Claims

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The following elements of the HSR system are trademarked:

- Star rating (Australian Trademark 1641447, New Zealand Trademark 1018809)
- Star rating together with the energy icon (Australian Trademark 1641446, New Zealand Trademark 1018808)
- Star rating together with the energy icon and prescribed saturated fat, sugars and sodium nutrient icons (Australian Trademark 1641445, New Zealand Trademark 1018807).

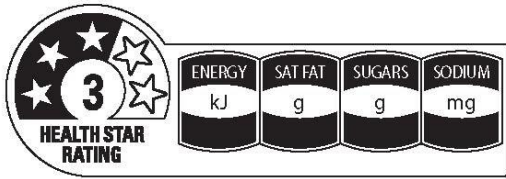
Each trademark covers the images for the ten different star ratings from a half star to five stars. Examples of these trademark images are illustrated below.



**Diagram 1** Trademark example of the star rating



**Diagram 2** Trademark example of a single energy icon with the star rating



**Diagram 3** Trademark example of prescribed energy, saturated fat, sugars and sodium icons with the star rating

Optional positive nutrient icons (for example, for fibre, protein, or certain vitamins or minerals) are not included in any of the trademarks. The trademarks do not include the percentage daily information (%DI). Additionally, the use of 'high' descriptors for optional positive nutrient icons and 'low' descriptors for prescribed nutrient icons are not included in the trademarks.

The Front-of-Pack Labelling Secretariat within the Australian Department of Health has launched a website<sup>1</sup> to provide further information about the HSR system to stakeholders. The website includes a link to the HSR system Style Guide, which provides further detail about the principles of use for this voluntary system.

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<sup>1</sup> <http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/content/home>