



National Agency for Food & Drug Administration & Control (NAFDAC)

Food Registration & Regulatory Affairs (FR&R) Directorate

GUIDELINES FOR ADVERTISEMENT OF FOOD PRODUCTS IN NIGERIA

1. General

1.1. These Guidelines are for the interest of the general public and in particular, industries in Nigeria that have registered food products.

1.2. It is necessary to emphasize that no food product shall be manufactured, imported, exported, distributed, advertised, sold or used in Nigeria unless it has been registered in accordance with the provisions of NAFDAC Act CAP N1 (LFN) 2004, other related legislations and the accompanying guidelines.

1.3. Advertisement of breast milk substitutes and infant or young children's food and descriptive matter appearing on or attached to or supplied with the package, carrying information on the promotion or advertisement of another product is prohibited.

1.4. All Certificate of Registration Holders are advised to obtain advertisement approval before production or airing of all commercials.

1.5. All advert messages and materials shall be in line with the NAFDAC Food Products Advertisement Regulations, 2021.

1.6. Advertisement materials of alcoholic beverages must include the phrases: "Drink responsibly" and 'Not for under 18 years' or "18+".

1.7. Approved food products advertisement shall be valid for a period of one year from the date of approval.

1.8. Approved consumer promotions for food products are valid for a maximum of fifteen (15) weeks.

2. Application

2.1. All applications for Advertisement, Promotions and/or product launch should be made on the Company's letterhead to the Director-General (NAFDAC), ATTENTION: The Director, Food Registration & Regulatory Affairs Directorate, NAFDAC Office Complex, Isolo Industrial Estate, Oshodi-Apapa Express Way, Isolo, Lagos State.

2.2. Applicant shall submit duly filled Application Form on NAPAMS, the agency's online platform via, <https://registration.nafdac.gov.ng/>

3. Documentation

3.1. The following documents shall accompany the application:

3.1.1. A copy of Application Letter stating clearly the medium, language, concept and the product(s) to be advertised.

3.1.2. Evidence of other approvals required.

3.1.3. A letter of introduction of Advert Agent from the Applicant including GSM telephone number and email address of the applicant/advert agent. (where applicable).

3.1.4. Evidence of substantiation of claims (where applicable).

3.1.5. Evidence of contract agreement with featured celebrities or organizations (where applicable).

3.2. Advert Materials to be uploaded include:

3.2.1. TV (script/storyboard),

3.2.2. Radio (script),

3.2.3. Outdoor (script/artwork/ storyboard),

3.2.4. Print (script/artwork),

3.2.5. Online (script/artwork/storyboard),

3.2.6. SMS (script),

3.2.7. Any other means (script/artwork/storyboard),

4. For TV & Radio: Upon satisfactory vetting of the Advertisement material, the recorded Advert message must be submitted to the Food Advert division's email (food.advert@nafdac.gov.ng) or designated e-platform (via a given link) before approval is issued.

5. Note:

5.1. The labelling of all products must comply with the labelling requirements as registered.

5.2 All Advert materials must comply with the Food Products Advertisement Regulations 2021 and other relevant Regulations.

5.2. Timeline for Normal Advert processing is 20 working days.

5.3. Timeline for Fast-Track Advert processing is 7 working days

5.4. The clock stops once compliances are issued.

All correspondence should be addressed to:-

Director-General (NAFDAC),

Attn: The Director

Food Registration and Regulatory Affairs Directorate,

National Agency for Food and Drug Administration and Control (NAFDAC),

NAFDAC Office Complex, Isolo Industrial Estate, Apapa-Oshodi Expressway, Isolo, Lagos
NAFDAC website: www.nafdac.gov.ng

E-mail: food.registration@nafdac.gov.ng

All submissions should be made on the NAPAMS e-platform via
<https://registration.nafdac.gov.ng>

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