

Studies gauge effect of soft drink taxation, advertising and labeling laws

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Laws affecting the labeling, marketing and taxation of sugary soft drinks impact the behavior of both consumers and manufacturers, according to two studies published this week in *PLOS Medicine*. Credit: doctor-a, Pixabay

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In the first study, Camila Corvalán of the University of Chile and colleagues analyzed the impact of Chile's Law of Food Labeling and Advertising, implemented in 2016. The law mandates front-of-packaging warning labels, restricts child-directed marketing and bans sales in schools of all foods and beverages containing added sugars, sodium or saturated fats over threshold levels. The new study used national data on packaged beverage purchases from 2,383 urban households in Chile between 2015 and 2017. The researchers concluded that after the implementation of the new policies, the purchase of beverages high in sugar, sodium, saturated fat or calories decreased by 22.8 mL per capita per day (95% CI 22.7-22.9, p

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