

Style Guide Better Life label

General

The Style Guide is an appendix to the Regulations (pursuant to article 5). This Style Guide states the communication requirements for the use of the certified 'Better Life' label (hereafter referred to as the logo). The logo may not be modified in any other way, in shape, colour or appearance, or otherwise, unless such modification is explicitly permitted below. The correct logo can be found on the producer section of the website of the Better Life label Foundation.

The certified participant must actively inform their suppliers and customers that the content of the Style Guide also applies to communication issued by the suppliers/customers (see article 5(3) of the Regulations). In this Style Guide, the term 'certified participant' should therefore be understood to mean including their suppliers and customers.

Regulations for the use of the Better Life label for marketing purposes

All communication about the Better Life label is marketing driven. The certified participant must ensure that the impression created in the marketing/advertising communication (in images or in writing) satisfies the requirements of the relevant criteria and the level of the number of stars. The general regulations that apply here are listed below in section 1 ('method of information'). All marketing communications / advertising communications other than on the final product packaging at consumer level do not need to be submitted in advance to the Better Life label Foundation (hereafter referred to as: BLIF) for approval. However, if there are any questions, BLIF can provide support.

Regulations for the on-pack use of the Better Life label at consumer level

The certified participant must use the logo with the correct number of stars and the product packaging for consumers must be submitted in advance to the BLIF. The responsibility for the legal requirements in this respect, including the truthfulness/accuracy of the items displayed, is entirely with the participant. The role of the BLIF is controlling the use of aspects that relate to the label. Such product communication on the consumer packaging that is submitted in advance is therefore benchmarked by the BLIF against the following applicable requirements (sections 1 to 3). Submission of product packaging therefore does not apply to business-to-business product packaging.

1. Method of information

- No confusion or misleading use
- Correct spelling
- Correct use of terms

1. Information on products with the Better Life label must not be misleading. Examples include, but are not limited to: indicating a number of stars other than the number awarded to the product specification; suggesting that more products within the range have been awarded the label, or indicating a higher number of stars than the level satisfied by the product; making claims or displaying images of animals and their environment that do not match the criteria published on the website of the Better Life label Foundation.
2. Terms that refer to animal welfare must not be used in superlative forms and communication (including visual material) must not suggest that the animal welfare level is the highest. Examples include, but are not limited to: 'More animal-friendly' instead of '(most) animal-friendly'; 'better' instead of 'best'; 'more' instead of 'everything' or 'all'; 'higher' instead of 'highest achievable'.
3. The term 'rewarded with' is not permitted, because the Better Life label is 'awarded'.
4. The Better Life label is awarded to specific products, not to a person or a farm/company.
5. On a Better Life product / product communication, the relevant Better Life species of animal must always be stated in addition to the number of stars the product has been awarded as defined in the product specification.
6. When referring to the Better Life label for products, the following, untranslated spelling is used: 'Beter Leven keurmerk' or 'Beter Leven' whereby the words 'Beter' and 'Leven' always start with a capital letter.
7. Including a brief explanatory text on the packaging is recommended: *"The Dutch Society for the Protection of Animals awards the Better Life label to products whereby the animals have been given a better life. The more stars, the more animal-friendly."*

2. On-pack use of the label

- Appearance
- Position

1. A product packaging displays the logo with the number of stars as defined in the product specification. This is the lowest number of stars with a multi-scope product.
2. The product packaging displays the logo. The logo of the product concerned must be immediately visible for the consumer. If this is impossible on single-serve packaging, visibility must be ensured using other marketing tools (e.g.: shelf cards, etc.)
3. The correct logo is used, this is the logo made available by the Better Life label Foundation. The logo must not be modified in any way. This correct logo can also be found on the business section of the BLIF website. A black-and-white (grey tints) logo is permitted on single-serve packaging, provided it is stated on the ingredient declaration, and provided that the product packaging does not permit space for communication on the other sides of the product.
4. The size of the logo is at least 2 cm wide. If the size of the product is a limiting factor, the following applies: if the largest surface of the packaging is less than 80 cm², a width of at least 1.5 cm is sufficient. If the surface is smaller than 30 cm², at least 1.0 cm is sufficient.
5. The position or size of the label in written form or logo must not suggest that the Better Life label Foundation is the producer or trademark holder of the product.

3. References in the ingredients declaration

- Animal ingredients
- Animal feed
- Multi-scope

1. If the ingredient declaration contains other animal ingredients in addition to Better Life ingredients, reference is made to all Better Life ingredients whereby:
 - (a) As the reference text, both the label that is correctly written and the number of stars is indicated. The word 'star' or 'stars' is stated in writing.
 - b) The Better Life species of animal and the number of stars is specified.
E.g. '13% beef Better Life 2 stars'
'29% pork (Better Life label 1 star)'
'11% protein*, glucose' with below * = Better Life pig 2 star
 - c) The following applies for animal feed: The percentage BLI is specified by the number of stars and the BLI species of animal is listed by the number of stars.
E.g. 'Meat and animal by-products (4% chicken, 4% turkey) *', minerals. *With 75% Better Life 1 star chicken and beef, 22% Better Life 3 star beef and turkey
2. The following applies for animal feed: If the ingredient declaration does not contain any other animal ingredients in addition to Better Life ingredients, the relevant BLI species of animal is listed by number of stars.
E.g. 'Meat and animal by-products*(4% pig, 4% poultry), vitamins, fibres. *
With Better Life label 1 star pig and chicken.
3. In the case of a multi-scope product, the relevant number of stars per species of animal must be indicated in the ingredient declaration.