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

1.4. Consumer promotions for food products are valid for a maximum of fifteen (15) weeks.

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

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

2. Application

2.1. All applications for advertisement and/or product launch should be made on the Company's letter-head 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.

3. Documentation

3.1. The following documents shall accompany the application:

3.1.1. Two copies of the receipt for the purchase of the form(s)

3.1.2. Evidence of product registration

3.1.3. A letter of introduction of Advert Agent from the Applicant, (where applicable)

3.1.4. GSM telephone number and email address of the applicant/advert agent.

3.2. Materials to be submitted are:

3.2.1. TV (script/storyboard), one copy of original advert material and two copies of compact disc.

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. Recorded Advert messages in CD/VCD/DVD (or any other electronic device) on approval of the advertisement material.

4. For TV & Radio: Upon Approval of the Advertisement, the recorded Advert message in CD/VCD/DVD (or any other electronic device) must be submitted before airing.

5. Note:

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

5.2. Simultaneous submission of registration and adverts documents are acceptable.

5.3. Timeline for advert processing is 20 working days.

5.4. Timeline for advert processing is 7 working days (application for administrative approval)

5.5. Please note that the clock stops once compliances are issued.

All correspondences 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 to the office of the Director, Food Registration and Regulatory Affairs Directorate, NAFDAC Office Complex, Isolo Industrial Estate, Oshodi-Apapa Express Way Isolo, Lagos OR the nearest NAFDAC Office (for those outside Lagos).