

Reply

Authors' reply to the Invited commentary by Boyd Swinburn on 'Awareness and use of the Heart Symbol by Finnish consumers'

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Professor Boyd Swinburn has clearly important points that we, however, are well aware of^(1,2). No system is ideal. We must remember that the Finnish Heart symbol system is used as part of the overall national nutrition interventions in Finland. It is simply our experience that this has made a positive contribution in two ways. First, it is helping consumers in their healthier choices. Second, we see how industry is reformulating its products and increasingly coming to market with products that comply with the criteria.

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References

1. Lahti-Koski M, Helakorpi S, Olli M *et al.* (2011) Awareness and use of the Heart Symbol by Finnish consumers. *Public Health Nutr* **15**, 476–482.
2. Swinburn B (2011) Invited commentary. Nutrition signposting: the 'eat more' message is getting through; what about the 'eat less' message? *Public Health Nutr* **15**, 483–485.