

Swiss Regulatory Perspectives on Multilingual Packaging in Food & Cosmetics

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Swiss Regulatory Framework: Beyond Multilingual

The Core Challenge: Mandatory Monolingual by Region

+ Mandatory information such as ingredients, usage, warnings, producer, importer's detail etc. **must be in the official language(s) of the region of sale.***

 The language must be **easily understood by the consumer.**^{\$}

This often leads to a package with multiple languages in small print to target multiple markets.

Make the label absolute clear to consumer: *The same products must be labeled in German for the Zurich region while French for the Geneva region.*

*Swiss Foodstuffs Act and Ordinance (FDHA) mandate

^{\$}European Union (EU) Mandate

The Legal Philosophy: Proactive Compliance & Self-Supervision

The Operator Primacy

No pre-market Authorization

Regular market surveillance by FSVO

The responsibility for safety and compliance lies entirely with the manufacturer.

FSVO: Federal Food Safety and Veterinary Office, Switzerland

Supply Chain & Logistics

- Multiple Swiss SKUs - not one "Global" or "European" SKU.[#]
- Robust warehouse and distribution logistic management.
- » Increased risk, logistic cost and possible shipping-error.

Operational Burden

- Higher designing, printing cost.
- Smaller batch size could be less economical.
- Swiss-specific regulatory expertise absolutely needed.
- » High market entry cost
- » Reduced profit margin.

Regulatory & Legal Risk

- Technical terms must be accurately translated.
- Inconsistency free labelling required.
- Avoid substance of Non-Compliance.
- » Product recall leads to fine, reputational damage, legal liability.

Strategic Blunders

- Avoid "one-package-fits-all" approach.
- Underestimating the complexity and cost.
- Early engagement of FSVO guidance.
- » Failed market entry, financial loss, negative brand experience.

*SKU: Stock Keeping Unit. 1 SKU per language or region is required. For 3 language (DE, FR, IT) packaging, 1 SKU is sufficient to cover the entire Swiss market.

"Regulation is not a roadblock - it's the guardrail that keeps innovation aligned with integrity. It ensures quality and accountability."

Business Case: From Italy to Switzerland (Omega-3 and Vitamin D3 Supplement)

To gain quicker market access

- ↓ Assumed EU-compliant product is compatible.
- ↓ Non-compliant labelling.
- ↓ Shipped cluttered, non-compliant packages for Swiss distribution centre.

- » Lower maximum level for Vit. D3 for Swiss than the EU. [The product is illegal due to its formulation.](#)
- » Non-compliant products at the Swiss point of sales were [recalled by the Federal Food Safety and Veterinary Office.](#)

Result: Product recall, financial loss, damaged reputation and potentially lengthy ban from the market.



1 Regulatory Due-diligence

- **Action:** Discussion with Swiss regulatory expert.
- **Task:** Verifying ingredients and dosage. Adjustment as needed.
- » **Outcome:** A Swiss-specific product formulation.

2 Linguistic & Packaging Overhaul

- **Action:** Commissioning native speaker for technical translation
- **Task:** Combined three-language packaging with Swiss SKU/barcode.
- » **Outcome:** Compliant, professional packaging ready for the market.

3 Smart Logistics and Distribution

- **Action:** Partnering with experienced distributors.
- **Task:** Implementing a distribution system that can manage maximum market reach.
- » **Outcome:** Efficient and compliant supply chain.

4 Proactive Compliance Documentation

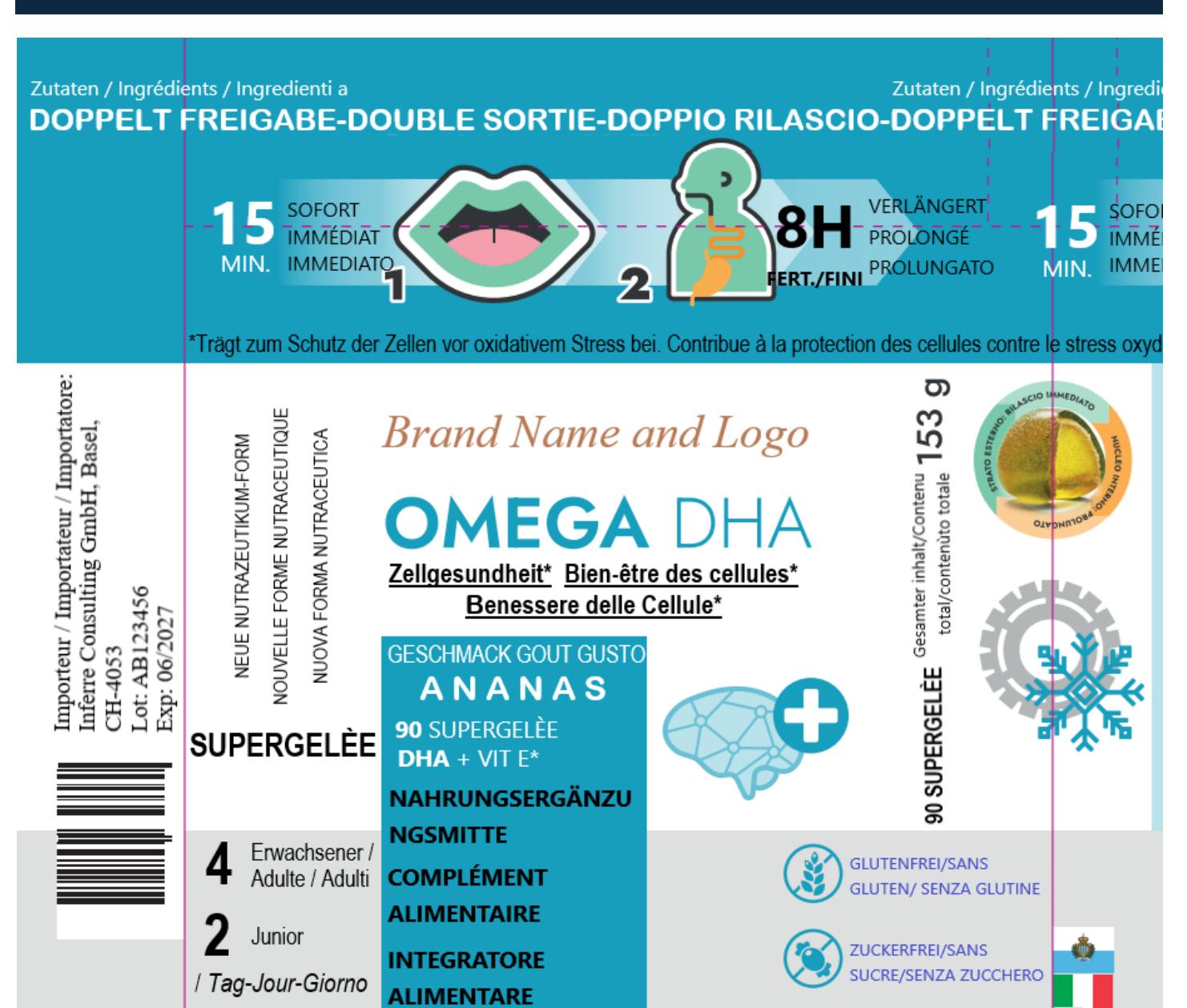
- **Action:** Preparing a comprehensive compliance dossier.
- **Task:** Documenting every process - to respond to market surveillance inquiry.
- » **Outcome:** Demonstrable "due diligence," significantly reducing legal and financial risk.

Original Label for the Italian Market



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Customized Label for the Swiss Market



YES! we re-introduced 24 products via the right approach.

Inferre Consulting, Basel, Switzerland



- **Precision Compliance**
- **Multilingual Labelling Strategy**
- **Strategic EU-Swiss Alignment**

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