

- the identification of the product to which the manual applies;
- cautions regarding any risk to the consumer; and
- where relevant, instructions for installation, assembly and maintenance.

GUARANTEES

If a product is subject to a guarantee or warranty, it is subject to standards set out in the *NOM*. A *garantía* is defined as any commitment by the manufacturer or importer to repair or replace the product in the event of defects in function, materials or manufacturing. The details of any such guarantee must be provided in Spanish, and include the following information:

- the name and address of the manufacturer or importer, with telephone numbers where service can be obtained in Mexico;
- the identity of the product to which the guarantee applies;
- the name and address of service and parts depot;
- the duration of the guarantee;
- terms and conditions and any limitations or exceptions;
- procedures to activate the guarantee; and
- the date of delivery to the consumer, or the document to be used to determine this date.

This information must be provided to the customer at the time of sale. There may not be any other requirements to activate the guarantee. However, some product-specific *NOMs*, such as the one for electrical appliances, include more stringent requirements for warranties.

EXEMPTIONS

NOM-050-SCFI-1994 includes specific exemptions for products where labels are not required:

- bulk products, which are defined as those which are weighed or measured in the presence of the consumer; and
- books, magazines and periodicals in any form, including magnetic tape or disks or compact disks. The exclusion for magnetic and optical media applies only in very specific circumstances.

The regulation applies only to goods intended for retail sale. For this reason they do not apply to commercial samples, or goods submitted for testing for *NOM* certification.

PREPACKAGED FOODS AND NON-ALCOHOLIC BEVERAGES

NOM-051-SCFI-1994 applies to pre-packaged foods and non-alcoholic beverages, except for any that may be subject to more specific regulations. It was issued by the *Secretaría de Comercio y Fomento Industrial (Secofi)*, Secretariat of Commerce and Industrial Development, and was published in the *Diario Oficial de la Federación*, Official Gazette of Mexico, on 24 January 1996. Although the decree states that the regulations take effect on 1 November 1996, some of them were subsequently delayed until 1 July 1997 for manufacturers and importers and on 1 November 1997 for retailers. In addition, the regulations concerning nutritional information will not become effective until 1 January 1998.

The most important change in the final regulation, from its original 1994 form, is that it now recognizes the distinction between a *Fecha de Caducidad*, expiration date, and a *Fecha de Consume Preferente*, best used-before date.

GENERAL REQUIREMENTS

Labels must be in Spanish although they can also include other languages, subject to the same general require-

ments as generic product labels. The generic requirements for multiple or collective containers and the physical design of the label also apply to food and beverage labels.

Requirements for the design of product labels are set out in *NOM-030-SCFI*, as described in the section on generic consumer products.

PRODUCT NAMES

Product names must comply with official designations for certain products. The labelling regulation includes a list of generic food names which may be used as defined. There are other regulations under the *Ley General de Salud*, General Health Law, which specify definitions for such products as *galletas*, biscuits; *tortilla de maíz*, corn tortillas; and *gelatina*, gelatin. *NOM-086-SSA1* imposes additional requirements. The label may indicate processes which have been used to make the product, except where they are required by law.

LISTS OF INGREDIENTS

A list of ingredients, including added water, must appear on the label, in diminishing order of quantity, if there is more than one ingredient. The list must be headed with the word *Ingredientes*. If a composite ingredient makes up more than 25 percent of the product, its ingredients must be listed. If the composite makes up less than 25 percent, only additives that perform technological functions in the product's manufacture and those associated with allergic reactions must be listed.

Dehydrated products may have ingredients listed for the product in the order that they will be found after it is reconstituted "according to the instruction on the label." Only generic names specifically listed in the regulation may be used.

NUTRITIONAL INFORMATION

Nutritional information on prepared food and non-alcoholic beverage