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Title: Regulation of food Front-of-Package labeling: law experiences in Latin America

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Introduction: Regulation of Front-of-Package (FOP) labeling is one recommended action to increase consumer awareness and caution with energy-dense nutrient-poor food products. This article investigates Law experiences in Latin America countries that aimed to regulate food front-of-package labeling as a measure to promote better nutrition and prevent obesity and other diet related non-communicable diseases. **Methods:** A qualitative study was developed through the investigation of documents from government bodies websites regarding laws that regulate food products FOP labeling in Latin America countries. The revision's objective was to describe these laws and to specify what are their main contents, how they have been implemented, and what are the pros and cons comparing to non-mandatory labeling regulations existing in other countries in the world. Tobacco label regulations are presented as possible examples to be followed. **Results:** Two law experiences were selected from Ecuador and Chile and had their contents described and compared. Chilean legislation requires label-warning signs about high amounts of sugar, saturated fat, sodium and calories. Ecuador law states a traffic light label model associated to warning messages of high amounts of fat, sugar and/or salt. The Brazilian tobacco law proposes pictorial warnings. **Conclusion:** The selected mandatory regulations aim to discourage the consumption of food products not recommended for a healthy diet. They emphasize caution with the consumption of food products high in sugar, sodium, saturated fat, trans fat or energy, while non-mandatory or voluntary regulations propose signs or messages that tends to stimulate consumers acquisition of certain food products.