# BLACKMORES<sup>®</sup> | GROUP

### Label changes to Blackmores Newborn formula, Blackmores Follow- On formula and Blackmores Toddler Drink, April 2024

#### What has changed?

- There have been some minor changes to the labels for Blackmores Newborn formula (Stage 1), Blackmores Follow-on formula (Stage 2) and Blackmores Toddler Drink (Stage 3).
- The minor changes to the labels are due to changes in regulatory and allergen labelling requirements.
- There have also been slight changes to the formulations, however this change does not impact the feeding guide for the intended children.
- Both labels will be in market for some time during the transition.

#### **Effective date:**

• ALL Blackmores Newborn, Follow On and Toddler infant formulas with a date of manufacture of February 2024 onwards, will have the updated version of the label.

#### Why has this changed?

• To ensure regulatory compliance according to the latest Food Standards Australia and New Zealand (FSANZ) Code 2.9.1 and to meet updated allergen labelling requirements.

#### How can I check that I have a genuine Blackmores product?

- The date of manufacture can be found on the bottom of all Blackmores formula tins.
- You can check by scanning Blackmores Blue dot technology and serialised QR code on the bottom of the tin.
- Each QR code is unique and allows full traceability from the origin of each individual product to the store or location where the product is sold.

Newborn previous version of QR code



Follow-on previous version of QR code



Toddler previous version of QR code



#### Newborn updated version of QR code



Follow-on updated version of QR code



Toddler updated version of QR code



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The following sections will explain the changes on each label and to confirm the changes on labels are compliant to regulations and its authenticity.

#### Blackmores Newborn Formula (step 1)

#### Newborn previous version of label



Newborn updated version of label



## New Newborn formula label



#### BLACKMORES

INFANT NUTRITION

Blackmores Ltd ABN 35 009 713 437 20 Jubilee Ave (PO Box 1725) Warriewood NSW 2102, AUSTRALIA **P** +61 2 9910 5000 **F** +61 2 9910 5555

#### **Key Changes** Front label **BLACKMORES**<sup>®</sup> Current Reason New Australia New Zealand Food FFOR Standards Code 2.9.1 does not permit the use of health Made from premium fresh Australian milk claims for Infant formula products. "Gentle formula for tiny tummies" is a claim. "BASED ON COW'S MILK 900 g NET OF SPECIAL-BLEND PREMIUM INFANT PROTEIN" is added to meet SPECIAL-BLEND PREMIUM INFANT FORMULA BASED ON the Prescribed Name and Statement of Protein Source COW'S MILK PROTEIN FORMULA newborn as per 2.9.1-17 and 2.9.1-23 of the Food Standards Code. formula 900 g NET OF SPECIAL-BLEND PREMIUM INFANT FORMULA 900 g NET moved to the lefthand side for regulatory 900 g NET 900 g NET compliance.

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**INFANT NUTRITION** 

### NEWBORN FORMULA Key Changes

NEWBORN FORMULA

#### Back label (left)

IMPORTANT INFORMATION	NUTRITIONAL INF	ORMA	TION
BREAST MILK IS BEST FOR BABIES, BEFORE YOU DECIDE TO USE THIS		Unit	Average Quantity Per 100 mL of Prepared Formula
	Energy	kJ	284
PRODUCT, CONSULT YOUR DOCTOR OR	Protein	a	1.54
HEALTH WORKER FOR ADVICE.	Fat, total	g.	3.70
	Linsleic Acid	g	0,55
WARN NG: FOLLOW INSTRUCTIONS	alpha-Lindenic Acid (ALA)	mg	70,0
	Docosahoxaenoic Acid (DHA)	mg	7,92
EXACTLY, PREPARE BOTTLES AND TEATS AS	Arachidonic Acid (ARA)	mg	7,92
DIRECTED, DO NOT CHANGE PROPORTIONS	Carboltydrate	9	6,82
DIRECTED, DO NOT GRANGE PROPORTIONS	Dielary Fibre, total	ą.	0,46
OF POWDER EXCEPT ON MEDICAL ADVICE.	Galacto-olligosaccharide (GDS) Sodium	q	0.46
	Potassium	mg	72.6
INCORRECT PREPARATION CAN MAKE YOUR	Chloride	mg	48.8
BABY VERY ILL.	Vilatina	m;	40-0
	Vitamin A	UD RE	50,0
The infant formula product may be used	Vitamin D	101	0.93
	Vitamin E	mg a=TE	0.99
from birth, It is recommended that infants	Vitamin K1	143	5.28
from the age of 6 months should be offered	Thiamin (vitamin 81)	142	66,0
	Riboflavin (vitamin 82)	142	165
foods in addition to the infant formula.	Vitamin B6	192	56.8
roodo in didandon to uno initiani formula.	Vitamin B12 Macin (vitamin B3)	140	0.26
(international state)	Foliate	mg Ug	11,9
INGREDIENTS	Pantothenic Acid Mtamin B5	110	383
	Witemin C	mg	9.90
Millik Solicis, Vegetable Oil Blend (Soy), Galacto-oligostaccharide (GOS) (Millik),	Biotin	102	2.24
Emultifier (Soy Lepithin), Arachidanic Acid Oli (ARA) (Milk), Docosahexaenois	Minerala		
Acid OE (DHA) (Mills), Nucleatides (S-CMP, S-AMP, di Sozium S-UMP, di	Copper	197	52.8
Sodium 5-WP, di Sadium 5-GMP), Taurine, Inonital, Antioxidanin (Ascorby	Magnesium	mp	5,54
Palmitate, Tocopherol Concentrate, Mixed), Lutein,	lion	mg	0.81
Minerals Potassium Oldoride, di Sodium Phosphate, Calizium Carbonala,	Zinc	mg	0.38
Magnesium Sulphate, tri Calcium Phosphate, Potassium Hydroxide, Fanic	Manganese	130	6.60
Pyrophosphala, Manganese Sulphate, Zinc Sulphata, Copper Sulphate, Sodium	Calcium	mg	50.2
Selenika, Potassium Indide),	Phosphorus locine	mg	37.0 9.24
Vitamine (Sodium Accortate Mitamin CL d-alpha Tocopheryl Acetate Mamin	Selenium	140 140	3,29
E (Soy), Retired Acetate Mamin A), Nicotnemide Mamin B3, Caldium	- Septem	1. 1.14	1,70
Pantothenate (Mamin BS), Oyanocobalamin (vitamin B12), D-Biotin, Folic Acid	Inceito	mg	3,96
(Vitamin B9), Thiamin Hydrochilpride (Vitamin B1), Riboflavin (Vitamin B2),	Taurine	mg	5,28
Pyrkkodne Hydrochloride (vitamin BE), Phytonadione (vitamin K1) (Sey),	Nudjeotides	mg	3,30
Challeceloiteral (vitamin D(),	CMP	mg	1.30
CONTRAINS MILK, SOY,	AMP	mg	0.81
CONTREES NEED, SOL.	LRMP	mg	0.65
	MP	mg	0,36
For more information, visit www.blackmores.com.au/nutrition	GMP	mg	0.18
	Inhis		6.60

New	Current	Reason
The infant formula product may be used from birth. It is recommended that infants from the age of 6 months should be offered foods in addition to the infant formula.	Not in current label	Statement added to comply with Australia New Zealand Food Standards Code 2.9.1

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**INFANT NUTRITION** 

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#### **NEWBORN FORMULA**

## Key Changes Back label (right)



New	Current	Reason
BLACKMORES® NUTRITION ADVICE AU8: 1900 808 669 Blackmores.com.au/nutrition	BLACKMORES NUTRITION ADVICE AUS: 1800 808 609 Blackmores.com.au/nutrition N2: 0508 75 74 73 Blackmores.com.cr/nutrition CN: 400 1198 878 Blackmores.com.cr/nutrition	All enquiries will be directed to Australia HQ
9 <sup>300807 358245</sup>	9 300807 299517	Change of Barcode

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Blackmores Follow – On Formula (step 2)

Follow On previous version of label



Follow On updated version of label



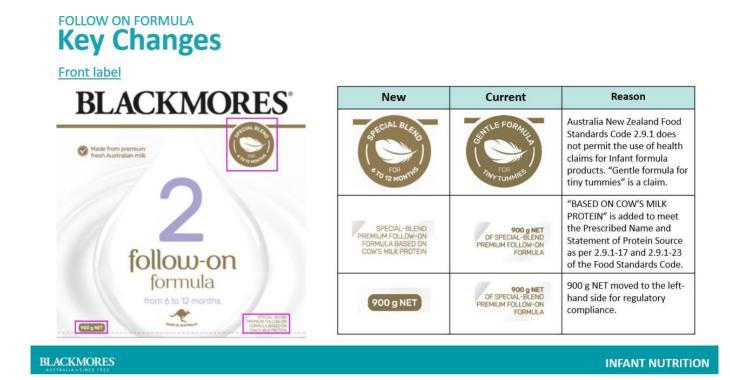
## New Follow-on formula label



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### FOLLOW ON FORMULA Kev Changes Back label (left)

IMPORTANT INFORMATION	NUTRITIONALINE	ORMA	
BREAST MILK IS BEST FOR BABIES, BEFORE YOU DECIDE TO USE THIS PRODUCT.		UNIT	Average Overtity Per 100 mL of Prepared Formula
CONSULT YOUR DOCTOR OR HEALTH WORKER FOR ADVICE, WARL TIGE TOLOW INSTRUCTIONS EXACTLY, PREVARE BOTTLES AND TEATS AS DIRECTED, DO NOT CHANGE PROPORTIONS OF POWDER EXCEPT ON MEDICAL ADVICE, INCORRECT PREVARIATION CAN MAKE YOUR BARYVERY LIL.	Energy Problem Felt, fold Lumblek Acid albha-Lindferie Acid (MAA Decomberanics Acid (MAA Decomberanics Decomberanics Cartholystratic Cartholystratic Galactic-eligonacchaste (SOS) Salam Childrey Hom, total Galactic-eligonacchaste (SOS)	Jassesses 1999	270 2.29 3.12 0.38 6.94 5.94 5.94 5.94 5.94 6.46 0.46 0.46 0.46 0.46 0.46 0.46 0.4
The infart formula product should not be used for infants aged under the age of 6 months. It is recommended that infants from the age of 6 months should be offered foods in addition to the infant formula.	Witamin A Witamin S Witamin E Witamin E Witamin R1 Ribofuwin (vitamin B1) Ribofuwin (vitamin B2) Witamin B12 Niacio (etitamin B3) Fokte	10 HE 10 mg co-TE 10 HD 10 HD 10 HD 10 HD 10 HD 10 HD 10 HD	80/0 0,86 0,89 5,28 96.0 198 52.8 0,33 0,48 13,2
INGREDIENTS	Pantothenia Acid (vitamin B5) Vitamin C Biotin	10 100	356 8,90
HBL Solida, Vegetable Dill Band (Rey), Salbada-Oppracotasida (SDS) (HBA),	Been	19	1,93
Endelter (Boy Lecther, Anachdanic Acid Ell (RAV) (MIIA), disconstrumentic Acid OB (2014), (MIIA), Nudlectedes (F-CAVE, S-AVE, el Socian (F-AVE, el Socian (F-BVE) el Socian (F-GHIE), taxim, Bontol, Antonidante (Hearth) Antonin, Tsouphened Concentrate, Manager, Lukes, Weende Solisium Contenate, Pricevium Chicolos, el Socian Progetate,	Copper Megneckam Joan Zinc Mangarione	19 19 19 19	52,8 7,26 0,90 0,38 10,6
Herana (Salabum Camerata, Potaneian Hodone, or Salaum Progettes, Hagrenian Oliode, Pataneian Hydrodo, In Galatan Prospitele, Feric Yngholopiale, Response Salatale, Zicc Salatale, Capper Salatale, Sodian Salarte, Interesum Boldes,	Calcium Phospharus Iodine Salterium	10	68.8 42.2 9.24 1,98
Vitamine Stodkam Anzantale (Alarma C), d-digita Tazapheng Masahin (atlamin C) dengi, Henrik Anataka (atlamin, Kasahimania) diamahi (31), Gabari Handimania (Alarmania), Capacitad gibera), danaka (32), Gabari Handima B), (Radariwin (Salamin B), Takanin (Hydrocollardis (Alarmin B)), Anataka (Hydrocollarido (Alamin B)), Salamin (Hydrocollardis (Alarmin B)), Peridadan Hydrocollarido (Alamin B)), Salawaka (Hydrocollarido (Alamin B)),	others Insolva Taurine Nudeotties CMP AVP IMP		3,98 5,28 3,30 1,30 0,81 1,65
CONTRAINS HOLES, SOY, HARY CONTRAINE HESK,	BMP CMP	10	0,35

New	Current	Reason
Made in Australia from at least 68% Australian ingredients	Made in Australia from at least 67%	Proportion of Australian ingredients used has been increased
The infant formula product should not be used for infants aged under the age of 6 months. It is recommended that infants from the age of 6 months should be offered foods in addition to the infant formula.	Not in current label	Statement added to comply with Australia New Zealand Food Standards Code 2.9.1

#### BLACKMORES

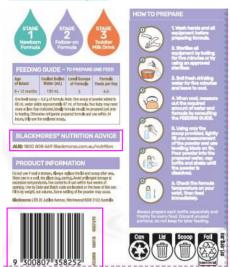
Made in Australia from at least 68% Australian ingredier

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## FOLLOW ON FORMULA Key Changes

Back label (right)



New	Current	Reason
BLACKMORES® NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition	BLACKMORES NUTRITION ADVICE AUS: 1800 808 609 Blackmores.com.aw/nutrition N2: 0508 75 74 72 Blackmores.com.cn/nutrition CN: 400 1198 878 Blackmores.com.cn/nutrition	All enquiries will be directed to Australia HQ
9 "300807" 358252"	9 300807 299524	Change of Barcode

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#### Blackmores Toddler Milk Drink (step 3)

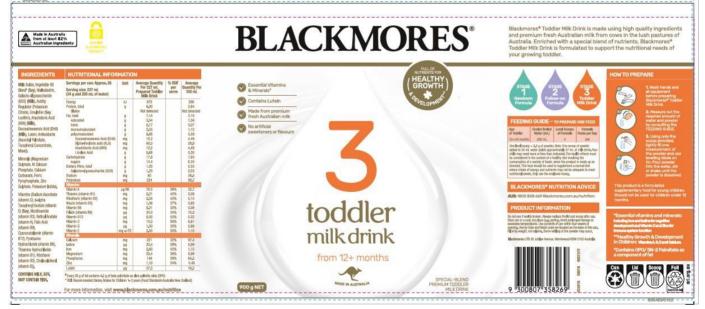
Toddler previous version of label



Toddler updated version of label



## New Toddler Milk Drink label



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#### BLACKMORES

Made in Australia

#### **INFANT NUTRITION**

### TODDLER MILK DRINK Key Changes

#### Back label (left)

INGREDIENTS	NUTRITIONAL INFORMATION				
Millik Solids, Vegetable Dil Blend" (Soy), Malkodestrin, Galacto-oligosaccharide	Servings per carc Approx. 25 Serving size: 227 mL (34 g end 200 mL of water)	Unit	Average Quantity Per 227 mL Prepared Todoler Milk Drick	% RDF per serve	Average Quantity Por 100 ml.
(GOS) (MIBQ, Addry	Energy	kJ.	678		299
Regulator Potessium	Protein, total	0	6,00		2.64
Circle), Emulation (Sev	Gladen		Not detected		Not detected
Lecitiviti, Arachidonic Acid	Fat, total	a.	7.14		3,15
ARA MIRO.	belarated	0	3,54		1,56
	trass	Q.	0.17		0,07
Docceshwasnoic Acid (DHA)	motionsaturated	0	2,55		1,12
(Milk), Lutein, Antioxidante	polyunsaturated	U	0_93		0,38
Ascorbyl Palmitate,	Decetahexeensic Acid (DHA) Alsha-linelenic acid (ALA)	mç	10,2		4,49
focopherol Concentrate,	Apta-Enclance acid (ALA) Arachidonic Acid (ARA)	110	68,0 10,2		29,9
Viceof),	Antonistonic Acid (ANA) Lindeic Acid		0,88		
and the second second second	Caribolhydrata	g	17.8		0.30
Vinerals (Magnesium)	succes	0	14.4		6.34
Sulphate, tri Calcium	Dietary Fibre, total	a	1,20		0.53
Phoephata, Calcium	Galacio-ofgenaccharide (GDS)	a	1,20		0.53
Carbonale, Ferric	Satura	eng	60		28,4
Percehosphate, Zinc	Potassium	124	224		SELY.
Subhate Potensium Bolicki,	Manina			Concerned a	
	Warren A	LUG FE	76.5	26%	\$3,7
Vitamins (Sodium Ascorbeta	Thiamin (vitamin B1)	112	0,21	42%	0,05
(vitamin C), d-alpha	Ribellavin (vitamie 82)	eiq.	0_34	43%	0,15
Tocopheryl Acetate Marnin	Niecks (vitarrin 82)	riq	1_36	27%	0,60
El (Sevi, Nicolinamide	Warnin B#	ng	0.21	30%	0,09
	Fallate (vitamin BF)	pg.	34.0	34%	15.0
vitamin B3), Retkryll Acetala	Warnin B12	99	0.50	50%	0.22
vitamin A), Folic Acid	Wharnin C	nt	15,0	50%	6,61
vitamin BSR	Whernin D	90	1,50	30% 50%	0,65
Crancestaliamin (vitamin	Warnin E	mp a-TE	2470	2076	1,10
812), Pyrildoxine	Calcium	724	221	32%	87.4
Hydrochloride (vitamin B6).	lodine	100	20.4	29%	8,98
Thiamine Hydrochilaride	100	100	2,60	43%	1,15
	Magneskim	rig	20.4	28%	8,96
vitamin B1), Riboflevin	Photphorus	mg	146	29%	64.3
vitamin B2), Chalecalciferd	Zinz	112	1,10	24%	0.48
vitamin D().	Lutrin	90	37.5		18,5
CONTARIS MELK, SOK,	Later	3.6	dek salnék ciek (CPO)		10,0

New	Current	Reason
Made in Australia from at least 82% Australian ingredients	Made in Australia from at least 75%	Proportion of Australian ingredients used has been increased
Protein, total Gluten Not detected	Not in current label	"Not detected" for Gluten is added on the Nutritional Information panel to support the "Gluten-free" claim. There is no change in gluten content from the current to the new formula.

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Back label (right)



New	Current	Reason
BLACKMORES® NUTRITION ADVICE AUS: 1800 808 669 Blackmore.com.au/nutrition	BLACKMORES NUTRITION ADVICE AUS: 1800 806 669 Blackmores.com.au/nutrition N20 0369 75 34 73 Blackmores.com.au/nutrition CRL 400 1998 B78 Blackmores.com.au/nutrition	All enquiries will be directed to Australia HQ
9 "300807" 358269	9-300807-299531-	Change of Barcode

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#### INFANT NUTRITION

## **Changes in the Lid Sticker**

#### New sticker design

	New	Current	Reason
BLACKMORES advisory service	Our team of experts are here to help	Call our short fire an 1000 000 669 (Add 4000 157 473 100) O Ur ola Backenst cau Auf diffion or backenstrage.cau / add files	Copy updated to align with Blackmores expertise and to avoid misinterpretation by consumers with a non –native English speaking background.
Our team of experts are here to help	Call our advice line on 1800 608 669 O Line chat at blackmores.com.au/hatmition		Contact information updated to direct all queries to Australia HQ

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