

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.

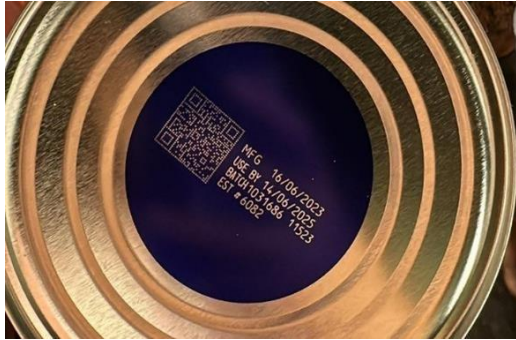
Newborn previous version of QR code



Newborn updated version of QR code



Follow-on previous version of QR code



Follow-on updated version of QR code



Toddler previous version of QR code



Toddler updated version of QR code



NEWBORN FORMULA Key Changes

Front label



New	Current	Reason
		Australia New Zealand Food Standards Code 2.9.1 does not permit the use of health claims for Infant formula products. "Gentle formula for tiny tummies" is a claim.
SPECIAL-BLEND PREMIUM INFANT FORMULA BASED ON COW'S MILK PROTEIN	900 g NET OF SPECIAL-BLEND PREMIUM INFANT FORMULA	"BASED ON COW'S MILK PROTEIN" is added to meet the Prescribed Name and Statement of Protein Source as per 2.9.1-17 and 2.9.1-23 of the Food Standards Code.
900 g NET	900 g NET OF SPECIAL-BLEND PREMIUM INFANT FORMULA	900 g NET moved to the left-hand side for regulatory compliance.

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INFANT NUTRITION

NEWBORN FORMULA Key Changes

Back label (left)

IMPORTANT INFORMATION	NUTRITIONAL INFORMATION																																																																																														
<p>BREAST MILK IS BEST FOR BABIES. BEFORE YOU DECIDE TO USE THIS PRODUCT, CONSULT YOUR DOCTOR OR HEALTH WORKER FOR ADVICE.</p> <p>WARNING: FOLLOW INSTRUCTIONS EXACTLY. PREPARE BOTTLES AND TEATS AS DIRECTED. DO NOT CHANGE PROPORTIONS OF POWDER EXCEPT ON MEDICAL ADVICE. INCORRECT PREPARATION CAN MAKE YOUR BABY VERY ILL.</p> <p>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.</p> <p>INGREDIENTS</p> <p>Milk: Galact, Vegetable Oil Blend (Soy), Galacto-oligosaccharide (GOS) (MBS), Emulsifier (Soy Lecithin), Arabinoside Acid (ARA) (MBS), Docosahexaenoic Acid (DHA) (MBS), Nucleotides (5'-UMP, 5'-AMP, 5'-GMP, 5'-CMP, 5'-UMP, 5'-AMP, 5'-GMP, 5'-CMP), Sodium 5'-AMP, 5'-AMP, 5'-GMP, 5'-CMP, Inulin, Acesulfame Potassium, Palmitate, Tocopherol Concentrate, Inulin, Lactose.</p> <p>Minerals: Potassium Citrate, di Sodium Phosphate, Calcium Carbonate, Magnesium Sulphate, di Calcium Phosphate, Potassium Hydroxide, Ferric Pyrophosphate, Magnesium Sulphate, Zinc Sulphate, Copper Sulphate, Sodium Selenite, Potassium Butyrate.</p> <p>Vitamins: Sodium Ascorbate (Vitamin C), d-Biotin, Tocopherol Acetate (Vitamin E) (Soy), Retinyl Acetate (Vitamin A), Nicotinamide (Vitamin B3), Calcium Pantothenate (Vitamin B5), Cyanocobalamin (Vitamin B12), Cholecalciferol (Vitamin D3), Thiamine Hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Phytinase (Vitamin K) (Soy), Cholecalciferol (Vitamin D3).</p> <p>CONTAINS MILK, SOY, MEAT CONCENTRATES.</p> <p>For more information, visit www.blackmores.com.au/nutrition</p>	<table border="1"> <thead> <tr> <th>Unit</th> <th>Average Quantity Per 100 ml, of Prepared Formula</th> </tr> </thead> <tbody> <tr><td>kJ</td><td>294</td></tr> <tr><td>g</td><td>1.54</td></tr> <tr><td>g</td><td>3.70</td></tr> <tr><td>g</td><td>0.55</td></tr> <tr><td>mg</td><td>70.0</td></tr> <tr><td>mg</td><td>7.92</td></tr> <tr><td>mg</td><td>7.92</td></tr> <tr><td>g</td><td>6.82</td></tr> <tr><td>g</td><td>0.48</td></tr> <tr><td>g</td><td>0.46</td></tr> <tr><td>mg</td><td>22.4</td></tr> <tr><td>mg</td><td>72.6</td></tr> <tr><td>mg</td><td>45.3</td></tr> <tr><td colspan="2">Vitamins</td></tr> <tr><td>µg RE</td><td>50.0</td></tr> <tr><td>µg</td><td>0.95</td></tr> <tr><td>µg</td><td>0.99</td></tr> <tr><td>µg</td><td>5.29</td></tr> <tr><td>µg</td><td>46.0</td></tr> <tr><td>µg</td><td>185</td></tr> <tr><td>µg</td><td>96.3</td></tr> <tr><td>µg</td><td>0.26</td></tr> <tr><td>µg</td><td>0.48</td></tr> <tr><td>µg</td><td>11.3</td></tr> <tr><td>µg</td><td>393</td></tr> <tr><td>µg</td><td>8.90</td></tr> <tr><td>µg</td><td>2.24</td></tr> <tr><td colspan="2">Trace Elements</td></tr> <tr><td>µg</td><td>52.5</td></tr> <tr><td>mg</td><td>5.54</td></tr> <tr><td>mg</td><td>0.01</td></tr> <tr><td>mg</td><td>0.38</td></tr> <tr><td>µg</td><td>6.80</td></tr> <tr><td>µg</td><td>59.2</td></tr> <tr><td>mg</td><td>37.0</td></tr> <tr><td>µg</td><td>9.24</td></tr> <tr><td>µg</td><td>1.79</td></tr> <tr><td colspan="2">Others</td></tr> <tr><td>mg</td><td>3.96</td></tr> <tr><td>mg</td><td>5.29</td></tr> <tr><td>mg</td><td>3.30</td></tr> <tr><td>mg</td><td>0.31</td></tr> <tr><td>mg</td><td>0.85</td></tr> <tr><td>mg</td><td>0.38</td></tr> <tr><td>mg</td><td>0.18</td></tr> <tr><td>mg</td><td>5.80</td></tr> </tbody> </table>	Unit	Average Quantity Per 100 ml, of Prepared Formula	kJ	294	g	1.54	g	3.70	g	0.55	mg	70.0	mg	7.92	mg	7.92	g	6.82	g	0.48	g	0.46	mg	22.4	mg	72.6	mg	45.3	Vitamins		µg RE	50.0	µg	0.95	µg	0.99	µg	5.29	µg	46.0	µg	185	µg	96.3	µg	0.26	µg	0.48	µg	11.3	µg	393	µg	8.90	µg	2.24	Trace Elements		µg	52.5	mg	5.54	mg	0.01	mg	0.38	µg	6.80	µg	59.2	mg	37.0	µg	9.24	µg	1.79	Others		mg	3.96	mg	5.29	mg	3.30	mg	0.31	mg	0.85	mg	0.38	mg	0.18	mg	5.80
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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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Naturopathic Advisory Service
1800 803 760

NEWBORN FORMULA

Key Changes

Back label (right)

STAGE 1
Newborn Formula

STAGE 2
Follow-on Formula

STAGE 3
Toddler Milk Drink

FEEDING GUIDE -- TO PREPARE ONE FEED			
Age of Infant	Coated Bottle Water (mL)	Level Scoops of Formula	Formula Feeds per Day
Up to 2 weeks	60 mL	1	7-8
2 weeks - 3 months	120 mL	2	6
3 - 6 months	180 mL	3	5

One level scoop = 2.5 g of formula. Note: One scoop of powder added to 60 mL water yields approximately 67 mL of formula. Your baby may need more or less than indicated. Locally formula should be prepared just prior to feeding. Observe weight gain prepared formula and use within 24 hours. Only use the enclosed scoop.

BLACKMORES® NUTRITION ADVICE
AUS: 1800 808 669 Blackmores.com.au/nutrition

PRODUCT INFORMATION
Do not use if seal is broken. Always replace the lid and scoop after use. Store can in a cool, dry place (i.e., pantry). Avoid prolonged storage at excessive temperatures. Use contents of can within four weeks of opening. Use by Date and Batch code are located on the base of this can. Fill is by weight, not volume. Some settling of the powder may occur.

Blackmores LTD 20 Jubilee Avenue, Warriewood NSW 2102 Australia

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New	Current	Reason
<p>BLACKMORES® NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition</p>	<p>BLACKMORES NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition NZ: 0508 75 74 73 Blackmoresnz.co.nz/nutrition CN: 400 1198 878 Blackmores.com.cn/nutrition</p>	All enquiries will be directed to Australia HQ
		Change of Barcode

FOLLOW ON FORMULA
Key Changes

Front label



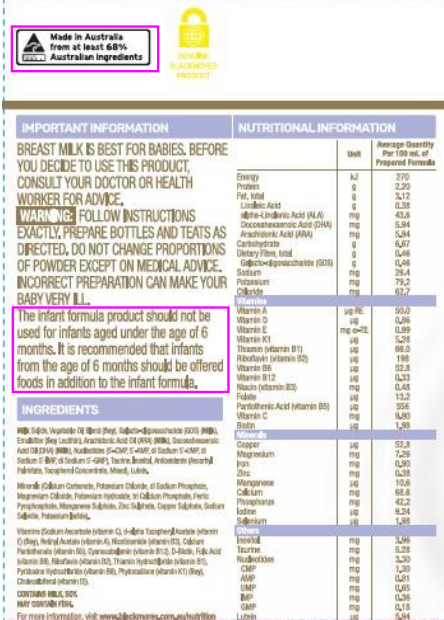
New	Current	Reason
		Australia New Zealand Food Standards Code 2.9.1 does not permit the use of health claims for Infant formula products. "Gentle formula for tiny tummies" is a claim.
		"BASED ON COW'S MILK PROTEIN" is added to meet the Prescribed Name and Statement of Protein Source as per 2.9.1-17 and 2.9.1-23 of the Food Standards Code.
		900 g NET moved to the left-hand side for regulatory compliance.

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INFANT NUTRITION

FOLLOW ON FORMULA
Key Changes

Back label (left)



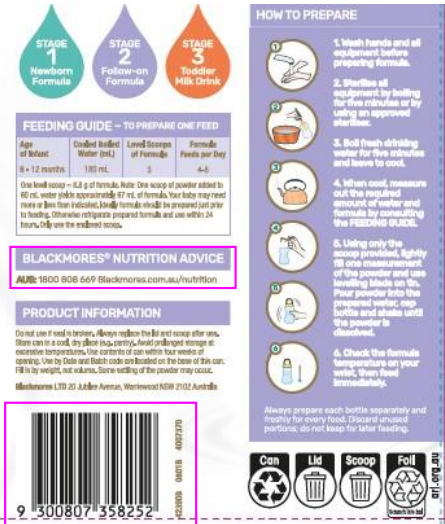
New	Current	Reason
		Proportion of Australian ingredients used has been increased
<p>The infant formula product should not be used for infants aged under the age of 6 months. It is recommended that infants from the age of 6 months should be offered foods in addition to the infant formula.</p>	Not in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

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FOLLOW ON FORMULA Key Changes

Back label (right)



New	Current	Reason
<p>BLACKMORES® NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition</p>	<p>BLACKMORES NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition NZ: 0508 75 74 73 Blackmoresnz.co.nz/nutrition CN: 400 1198 878 Blackmores.com.cn/nutrition</p>	All enquiries will be directed to Australia HQ
		Change of Barcode

TODDLER MILK DRINK Key Changes

Front label



New	Current	Reason
Contains Lutein	Contains Omega-3 (DHA)	Change of marketing direction to focus on Lutein as an ingredient. DHA content in the formulation remains the same and it is reflected in the Nutritional Information Panel.
No artificial sweeteners or flavours	No added sugar (sucrose) or artificial sweeteners	Whilst "lactose" is naturally occurring in fresh milk, it's classified as a form of sugar under Australia New Zealand Food Standard Code 1.1.2. Lactose is also added to the formulation and hence the statement is changed to "No artificial sweeteners or flavours".
900 g NET	900 g NET OF SPECIAL-BLEND PREMIUM TODDLER MILK DRINK	900 g NET moved to the left-hand side for regulatory compliance.

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INFANT NUTRITION

TODDLER MILK DRINK Key Changes

Back label (left)

INGREDIENTS	NUTRITIONAL INFORMATION			
	Servings per can: Approx. 25	Unit	Average Quantity Per 227 mL Prepared Toddler Milk Drink	% RDI* per serve
Milk Solids, Vegetable Oil Blend (Soy, Milk Solids), Galacto-Oligosaccharide (GOS) (Milk), Acidity Regulator Phosphorus Citrate, Emulsifier (Soy Lecithin), Arachidonic Acid (ARA) (Milk), Docosahexaenoic Acid (DHA) (Milk), Lutein, Antioxidant (Ascorbyl Palmitate), Tocopherol Concentrate, Maltod, Mono- & Diglycerides, Sulphate, Ni Calcium Phosphate, Calcium Carbonate, Ferric Pyrophosphate, Zinc Sulphate, Potassium Iodide, Vitamins (Sodium Acetate (Vitamin C), α-Tocopherol, Tocopheryl Acetate (Vitamin E), Riboflavin (Vitamin B2), Vitamin B12, Folic Acid (Vitamin B9), Vitamin D, Vitamin K, Pyridoxine (Vitamin B6), Hydrochloride (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Nicotinic (Vitamin B3), Cholecalciferol (Vitamin D3), Lactin	Serving size: 227 mL (84 g and 200 mL of water)			
Energy	kJ		678	299
Total Fat	g		6.25	12.5
Protein	g		7.14	14.3
Carbohydrate	g		15.2	30.4
Sodium	mg		15.2	30.4
Calcium	mg		15.2	30.4
Iron	mg		15.2	30.4
Vitamin C	mg		15.2	30.4
Vitamin E	mg		15.2	30.4
Vitamin B1	mg		15.2	30.4
Vitamin B2	mg		15.2	30.4
Vitamin B3	mg		15.2	30.4
Vitamin B6	mg		15.2	30.4
Vitamin B12	µg		15.2	30.4
Folic Acid	µg		15.2	30.4
Vitamin D	µg		15.2	30.4
Vitamin K	µg		15.2	30.4
Pyridoxine	µg		15.2	30.4
Thiamine	µg		15.2	30.4
Riboflavin	µg		15.2	30.4
Nicotinic Acid	µg		15.2	30.4
Cholecalciferol	µg		15.2	30.4
Lactin	g		15.2	30.4

New	Current	Reason
Made in Australia from at least 82% Australian ingredients	Made in Australia from at least 75% Australian ingredients	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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INFANT NUTRITION

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Naturopathic Advisory Service
1800 803 760

TODDLER MILK DRINK Key Changes

Back label (right)



New	Current	Reason
<p>BLACKMORES® NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition</p>	<p>BLACKMORES NUTRITION ADVICE AUS: 1800 808 669 Blackmores.com.au/nutrition NZ: 0508 75 74 75 Blackmoresnz.co.nz/nutrition CN: 400 1168 878 Blackmores.com.cn/nutrition</p>	All enquiries will be directed to Australia HQ
		Change of Barcode

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Changes in the Lid Sticker

New sticker design



New	Current	Reason
<p>Our team of experts are here to help</p>		Copy updated to align with Blackmores expertise and to avoid misinterpretation by consumers with a non -native English speaking background.
		Contact information updated to direct all queries to Australia HQ

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INFANT NUTRITION

