

LABEL & PACKAGING UPDATE:

Blackmores FAQs relating to label changes for Blackmores Infant Nutrition Range

Blackmores has recently introduced some minor changes to labels for Newborn, Follow-On and Toddler Milk Drink. Please note that there have been no changes to the products themselves, they are the same products with minor changes to the labels only.

What do you need to know?

- There have been some small changes to the labels for Blackmores Newborn (Stage 1), Blackmores Follow-On (Stage 2) and Blackmores Toddler Milk Drink (Stage 3).
- The new label stock is in market from October 2021.
- Both labels will be in market for some time during the transition.
- There have been no changes to the products themselves, they are the same products with minor changes to the labels and packaging only.

What has changed?

- There have been no changes to the products themselves, they are exactly the same product with minor changes to the labels and packaging.
- Updated images in the “How to prepare” panel.
- Changes to the order of the antioxidants listed on the label

Why has this changed?

- To ensure regulatory compliance with labelling across all markets.

When will this change?

- From October 2021 you will start to see Blackmores Newborn, Follow On formula and Toddler Milk Drink new label version available in stores.
- Both the old and new labels will be available for some time during the transition.

Different Gold Caps

I have noticed that some products have a plain gold cap and some have Blackmores Advisory details printed on top. Are both products the same?

- Yes, both products are the same. There is no difference in the contents of the tin, both products are the same high-quality products you know.
- Some Blackmores Infant Formula products appear without the Advisory details printed onto the cap. Both the plain gold cap and the printed cap are expected to be seen in market for a short period of time.

You may see this printed cap:



Or a plain gold cap.

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.



For any other questions or concerns, please contact Julie Cottle at infantnutrition@blackmores.com.au or phone 1800 808 669 (free call within Australia).