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STATUTORY INSTRUMENTS

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**1995 No. 77**

**The Infant Formula and Follow-on Formula Regulations 1995**

**Labelling, packaging etc of infant formulae and follow-on formulae**

- 13.—(1) No infant formula shall be sold unless it is labelled with the following particulars—
- (a) in the case of a product where the protein source is not entirely cows' milk proteins, the name “infant formula”;
  - (b) in the case of a product where the protein source is entirely cows' milk proteins, the name “infant milk”;
  - (c) a statement to the effect that the product is suitable for particular nutritional use by infants from birth when they are not breast-fed;
  - (d) in the case of a product which does not contain added iron, a statement to the effect that the product does not contain the total iron requirements recommended for an infant over the age of four months, and that these should be made up from additional sources;
  - (e) the available energy value expressed in kJ and kcal, and the content of proteins, lipids and carbohydrates per 100 millilitres of the product ready for use;
  - (f) the average quantity of each mineral substance and of each vitamin mentioned in Schedule 1, and where applicable of choline, inositol and carnitine, per 100 millilitres of the product ready for use;
  - (g) instructions for appropriate preparation of the product and a warning against the health hazards of inappropriate preparation; and
  - (h) the words “Important Notice”, immediately followed by—
    - (i) a statement concerning the superiority of breast-feeding; and
    - (ii) a statement recommending that the product be used only on the advice of an independent person qualified in medicine, nutrition or pharmacy or having a professional qualification in maternal or child care.
- (2) The labelling of an infant formula shall not include—
- (a) any picture of an infant;
  - (b) any other picture or text which may idealise the use of the product,
- but may include graphic representations for easy identification of the product or for illustrating methods of preparation.
- (3) The labelling of an infant formula shall include a claim concerning the composition of the product only when—
- (a) the claim is listed in column 1 of Schedule 4, and is expressed in the terms there set out; and
  - (b) the condition specified in column 2 of that Schedule in relation to the relevant claim made in column 1 is satisfied.