

What's on infant formula and follow-on formula labels

Labels on infant formula and follow-on formula provide important information to help you make safe and suitable choices for your infant. Label requirements are changing so that certain information must always be shown on the front label to make it easier for you to choose a suitable product for your infant. Manufacturers have until 13 September 2029 to make these changes but you may start to see changes sooner.

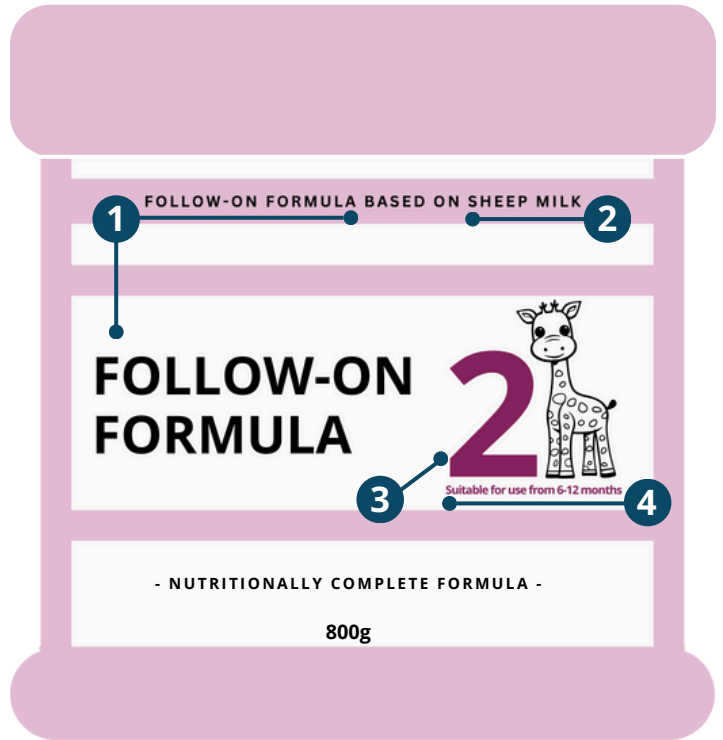
Front of Pack Labels

Infant formula



- 1 Name**
For infant formula, the name 'infant formula' must be used.
- 2 Protein source**
The specific animal or plant source of protein (e.g. cow, goat, sheep, soy) must be stated.
- 3 Stage number**
The number **1** may also be used to show the product is for the first stage of formula feeding.
- 4 Age statement**
The label must indicate infant formula may be used from birth.

Follow-on formula



- 1 Name**
For follow-on formula, the name 'follow-on formula' must be used.
- 2 Protein source**
The specific animal or plant source of protein (e.g. cow, goat, sheep, soy or partially hydrolysed), must be stated.
- 3 Stage number**
The number **2** may be used to show the product is for the second (optional) stage of formula feeding.
- 4 Age statement**
The label must indicate follow-on formula should not be used for infants aged under 6 months (e.g. suitable for 6-12 months).

Other label information

- You can find other important information on the labels of infant formula and follow-on formula, including:
- Storage instructions
 - Directions for use and preparation
 - Nutrition information statement
 - Ingredient list
 - Warnings and other statements about use (e.g. to follow instructions on the container exactly)