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| **FORM 7, DESK REVIEW OF PRODUCT LABELS** |
|  | **Responses** |
| **Label number**  | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 1. Company name and brand | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 2. Product name | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 3. Package size | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 4. Recommended ages | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 5. Product types mentioned in the material (CHECK ALL THAT APPLY) | 🞏 Infant formula (0+ months)🞏 Follow up/on formula (6 + months)🞏 Growing up milk (12 + months)🞏 Any other milk for children 0-<36 months🞏 Any other food or liquid for infants (0-6 months)🞏 Commercial complementary food or liquid (6+months)🞏 Feeding bottles or teats 🞏 Not a specific product |
| 6. What language(s) were used in this material?  | 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ***CRITERIA FOR ALL LABELS*** | ***Notes/explanations/examples*** |  |
| 7.1 Product information is printed on the container or a well-attached label | No: The label can be easily removed from the container. | 🞏 Yes🞏 No |
| 7.2 The language used on product label is appropriate for the country in which the product is sold | Yes: All label information is written in one or more of the appropriate languages used in the context. | 🞏 Yes🞏 No |
| No: e.g., not all label information is written in the appropriate languages used in the context OR No label information is written in the appropriate languages used in the context. |  |
| 7.3 Contains any nutrition and/or health claims  | Yes: A **nutrition claim** is a suggestion that a food has particular nutritional properties including, but not limited to, the energy value, the content of protein, fat and carbohydrates, and the content of vitamins and minerals (do not count nutrition fact panels). A **health claim** is any representation that states, suggests or implies that a relationship exists between a food or a constituent of that food and health. e.g., contains words similar to “clinically proven”, links to growth, development, and health; contains claims related to specific ingredients and nutrients | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 7.4 Conveys an endorsement by a health worker or health professional body |  |  |
| 7.5 Includes the recommended or appropriate age of introduction |   | 🞏 Yes🞏 No |
| 7.6 Includes invitation to make contact (direct or indirect) with the company  | Yes: e.g., ways to attend company sponsored/organized events or social groups; links to company sponsored/ developed forums and websites; ways to connect to company social media accounts. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 7.7 Contains promotional devices to induce sales of the company’s products under the scope | Yes: e.g., information about, or an image of, a free gift or toy; “extra 20% free”; a web link that offers free samples/gifts following the purchase of the products under the scope; vouchers for further product purchases. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 7.8 Includes a list of the ingredients |  | 🞏 Yes🞏 No |
| 7.9 Displays nutritional composition of the product |  | 🞏 Yes🞏 No |
| 7.10 Contains storage instructions | Yes: E.g., “store in a cool dry place”, “use contents within 4 weeks of opening”, “close tin tightly after each use”. | 🞏 Yes🞏 No |
| 7.11 Contains batch number |  | 🞏 Yes🞏 No |
| 7.12 Shows the date before which the product should be consumed (expiration date) |  | 🞏 Yes🞏 No |
| ***ADDITIONAL CRITERIA FOR BABY MILK PRODUCTS (IF NOT A MILK PRODUCT, SKIP TO 9.1)*** |
| 8.1 Includes the words "Important Notice" or their equivalent |  | 🞏 Yes🞏 No |
| 8.2 Includes a statement on the superiority of breastfeeding | Yes: e.g., “Breastfeeding is best for your baby and protects against diarrhoea and respiratory infections”, “Exclusive breastfeeding provides the best food for your baby for the first six months of life, and remains an important part of the baby’s diet up to the age of two years or beyond”. | 🞏 Yes🞏 No |
| 8.3 Contains text or images that may idealize the use of breast-milk substitutes | Yes: Includes nutrition and health claims, or other text/claims conveying endorsement of the product or the benefits, quality, necessity, superiority etc. of the product. E.g., “the first choice of doctors for common feeding problems”; “comfort proteins helps bring out the very best in babies”; “increases intelligence, performance, artistic skills…” Pictures of any infant or young child being bottle-fed; any representation of animals, toys, cartoon characters, or brand mascots; images that idealise the product such as hearts, flowers/landscapes. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 8.4 Contains text or images that may discourage or undermine breastfeeding  | Yes: Includes text that undermines a mother’s ability to breastfeed, text that refers to negative aspects associated with breastfeeding, e.g., “breast milk is best for babies except where special medical conditions exist”;. “… a mother must breastfeed her baby if she is in a position to do so”; “Every mother who can breastfeed should be encouraged to do so.” Images showing breastfeeding in a negative light. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 8.5 Contains information that implies or creates a belief that breast-milk substitute products are equivalent or superior to breast milk  | Yes: Any text stating/implying that the product is similar to or, comparable with breast milk or has similar benefits to breastfeeding e.g. “gold standard” “Closer to breast milk than any other formula”; “Even the baby' stools will be softer and similar to those of breastfed infants” or terms such as “humanised”, “maternalized” or similar.  | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 8.6 Contains a statement that the product should be used only on the advice of a health worker | Yes: e.g., “The decision to use an infant formula should be done under the guidance of a healthcare professional.” | 🞏 Yes🞏 No |
| 8.7 Contains a statement on the need for health worker advice on the proper method of use | Yes: e.g., “The decision to use infant formula should be done under the guidance of a healthcare professional, who will advise you on how to use infant formula properly.” | 🞏 Yes🞏 No |
| 8.8 Contains a warning against the health hazards of inappropriate preparation and usage | Yes: e.g., “Failure to follow manufacturers’ instructions may cause serious illness. Using unboiled water or unboiled feeding utensils can make your baby sick. Over-diluting or over-concentrating the product is hazardous to your baby’s health.”  | 🞏 Yes🞏 No |
| 8.9 **IF IN POWDERED FORM**, contains a warning that powdered baby milk products may contain pathogenic microorganisms |  | 🞏 Yes🞏 No |
| 8.10 **IF IN POWDERED FORM**, contains instructions for appropriate preparation: |  |  |
| a. The label shows clear graphic instructions illustrating the method of preparation  |  | 🞏 Yes🞏 No |
| b. Instructions show the use of hygienic practices, e.g., clean hands, preparation surfaces |  | 🞏 Yes🞏 No |
| 1. Instructions show the need to boil water and sterilise utensils
 |  | 🞏 Yes🞏 No |
| 1. Instructions show necessity for powdered formula to be prepared one feed at a time
 |  | 🞏 Yes🞏 No |
| 1. Instructions show necessity of using water at or above 70°C in order to minimize microorganisms contamination during preparation
 |  | 🞏 Yes🞏 No |
| 1. Instructions show the need to cool the formula before feeding if using hot water for reconstitution
 |  | 🞏 Yes🞏 No |
| 1. Instructions show that left-overs of the product need to be discarded immediately
 |  | 🞏 Yes🞏 No |
| ***ADDITIONAL CRITERIA FOR COMPLEMENTARY FOODS***  |
| 9.1 Includes a statement on the importance of continuing breastfeeding for at least 2 years |  | 🞏 Yes🞏 No |
| 9.2 Contains statement that the product should not be given to infants under 6 months | No: e.g., provides illustration which indicates that a child under 6 months old may be ready for his gentle first food, etc. | 🞏 Yes🞏 No |
| 9.3 Contains text or images suggesting that the product should be given to infants under 6 months |  | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 9.4 Suggests that a feeding bottle be used with this product  |  | 🞏 Yes🞏 No |
| 9.5 Contains text or images that may discourage or undermine breastfeeding  | Yes: Includes text that suggests breastfeeding is no longer important, text that refers to negative aspects associated with breastfeeding, e.g., “all your baby needs for growing up healthy”. Images showing breastfeeding in a negative light. | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 9.6 Contains information that implies or creates a belief that complementary foods are equivalent or superior to breast milk  | Yes: Any text stating/implying that the product is similar to or, comparable with breast milk or has similar benefits to breastfeeding e.g., “gold standard” “Optimal nutrition, just like breast milk”.  | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 9.7 Colour schemes, designs, brand names, slogans, or mascots are similar to those of breast-milk substitute products made by the same manufacturer |  | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ***ADDITIONAL CRITERIA FOR FEEDING BOTTLES AND TEATS*** |
| 10.1 Contains images or texts that idealize the use of feeding bottles and teats  | Yes: Pictures or text suggesting similarity to the breast or nipple | 🞏 Yes🞏 NoSpecify:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |