

Coding and labelling of food packages (2)

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Definitions

- **Label** - a display of written, marked, graphic, printed, perforated, stencilled, embossed or stamped matter upon the container, cover, lid or crown of any food package.
- **Multipiece package** - means a package containing two or more individually packaged or labelled pieces of the same commodity of identical quality, intended for retail either in individual pieces or package as a whole.
- **Wholesale package** - A commodity of food sold to an intermediary in bulk to enable such intermediary to sell, distribute or deliver such commodity of food to the consumer in smaller quantities.
- **Batch Number or Code Number or Lot Number** is a mark of identification by which the food can be traced in manufacture and identified in distribution.

- **Nutritional food:** The food claimed to be enriched with nutrients such as minerals; proteins or vitamins shall give quantities of such added nutrients on the label.
- **Languages of the Particulars or Declaration on the Label:** Language shall be in English or Hindi in Devnagri script:-Provided that nothing herein contained shall prevent the use of any other language in addition to the language required under this rule.
- **Declaration to be Surrounded by Line:** There shall be a surrounding line enclosing the declaration and where the words ["unsuitable for babies"] are required to be used there shall be another such line enclosing these words.
- **Distance of Surrounding Line:** The distance between any part of the words ["unsuitable for babies;"] and the surrounding line enclosing these words shall not be less than [1.5mm.].

Principal Display Panel, its Area, Size and Letter, etc,

- (1) Principal Display Panel means that part of a label which is presented or shown by the customer under normal conditions of display, sale or purchase.

- (2) The area of the principal display panel shall not be less than-
 - (a) For a rectangular container, forty percent of the product of height and width of the panel of such container having the largest area:
 - (b) For a cylindrical or nearly cylindrical, round or nearly round, oval or nearly oval container, twenty percent of the product of the height and average circumference of such container; or
 - (c) A container of any other shape, twenty percent of the total surface area of the container except where there is label, securely affixed to the container such label shall have a surface area of not less than ten percent of the total surface area of the container.

- (3) In computing the area of the principal display panel, the tops, bottoms, flanges at top and bottoms of cans, and shoulders and necks of bottles or jars shall be excluded.
- (4) In the case of package having a capacity of five cubic centimeters or less, the principal display panel may be card or tape affixed firmly to the package or container and bearing the required information under these rules.
- (5) The height of any numeral in the declaration required under rules, on the principal display panel.
- (6) The height of letters in the declaration shall not be less than 1 mm height. When blown, formed, moulded, embossed or perforated, the height of letters shall not be less than 2mm.
- (7) Every declaration which is required to be made on package under these rule shall be-
 - Legible, prominent, definite, plain and unambiguous;
 - Conspicuous as to size number and colour, and
 - lettering should be boldly, clearly and conspicuously present in distinct contrast to the other type and shall be in a colour that contrasts conspicuously with the background of the label.

- Where any label information is blown, formed or moulded on a glass or plastic surface or where such information is embossed or perforated on a package, that information shall not be required to be presented in a contrasting colour;
- Where any declaration on a package is printed either in the form of a handwriting or hand script, such declaration shall be clear, unambiguous and legible.

(8) No declaration shall be made so as to require it to read through any liquid commodity contained in the package.

(9) Where a package is provided with an outside container or wrapper such container or wrapper shall also contain all the declarations which are required to appear on the package except where such container or wrapper itself is transparent and the declarations on the package are easily readable through such outside container or wrapper."

Labels should not contain False or Misleading Statements

- A label shall not contain any statement, claim, design, device, fancy name or abbreviation which is false or misleading
- This rule shall not apply in respect of established trade or fancy names of confectionery, biscuits and sweets such as Barley Sugar, Bulls Eye, Cream Cracker, or in respect of aerated waters such as Ginger Beer or Gold Spot or any other name in existence in international trade practice.

Manufacture of proprietary foods and infant foods

1. An article of infant milk substitutes/ infant foods exhibited for sale or stored for sale only after obtaining the approval of such article of food and its label from Government of India.
2. In case of proprietary foods the name of the food or category under which it falls in these rules shall be mentioned on the label.

Labelling of infant milk substitute and infant food

(1) Every container of infant milk substitute or infant food or any label affixed thereto shall indicate in a clear, conspicuous and in an easily readable manner, the words, **"IMPORTANT NOTICE"** in capital letters and indicating there under the following particulars, namely:

- (a) A statement **"MOTHER'S MILK IS BEST FOR YOUR BABY"** in capital letters. The types of letters used shall not be less than five millimetres and the text of such statement shall be in the Central Panel of every container.
- (b) The **colour of the text** printed or used shall be **different from that of the background of the label**, container or the advertisement, as the case may be. In case of infant food, a statement indicating **"infant food shall be introduced only after six months and up to the age of two years"** shall also be given.
- (c) A statement that infant milk substitute or infant food should be used only on the advice of a health worker as to the need for its use and the proper method of its use;
- (d) A warning that infant milk substitute or infant food is not the sole source of nourishment of an infant;



LACTOGEN

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L-reuteri

**Whey Protein &
Lactose**

Infant Formula
with probiotic

Upto **6** months

IMPORTANT NOTICE: MOTHER'S MILK IS BEST FOR YOUR BABY.
महत्वपूर्ण सूचना: माँ का दूध आपके बच्चे के लिए सर्वोत्तम है।

(d) A statement indicating the process of manufacture (spray or roller dried), Warning/caution-Careful and hygienic preparation of infant foods/infant milk substitutes is most essential for health.

- Do not use fewer scoops than directed since diluted feeding will not provide adequate nutrients needed by your infant. Do not use more scoops than directed since concentrated feed will not provide the water needed by your infant”

(e) The approximate composition of nutrients per 100/gms. Of the product including its energy value in Kilo Calories/Joules;

(f) The storage condition specifically stating “store in a cool and dry place in an air tight container” or the like;

(g) The feeding chart and directions for use and instruction for use and instruction for discarding left over feed;

(i) Indicating the Batch No. Month and Year of its manufacture and month and year before which it is to be consumed,

(j) The protein efficiency ratio (PER) which shall be minimum 2.5, if the product other than infant milk substitute is claimed to have higher quality protein.

NUTRITION INFORMATION

Servings per package: 8

Serving size: 33g

	Per serving	Per 100g
Energy	550kj	1680kj
Protein	2.4g	7.2g
Fat		
Total	3.6g	11.0g
Saturated	1.3g	4.1g
Carbohydrate		
Total	21.5g	55.1g
Sugars	10.1g	30.7g
Dietary Fibre	1.7g	5.1g
Sodium	20mg	70mg

This tells you how many serves there are in the whole packet.

This tells you the size of one serving of this food.

This tells you the nutrients in 100g of this food. This is the best way to compare similar products.

This tells you the nutrients in a single serve of this food. In this case, it's per 33g.

INFANT FOOD SHALL BE INTRODUCED ONLY (AFTER THE AGE OF SIX MONTHS AND UPTO THE AGE OF TWO YEARS)

Warning / Caution: Careful and hygienic preparation of infant food is most essential for health. Do not use fewer scoops than directed, since diluted feeding will not provide adequate nutrients needed by your infant. Do not use more scoops than directed, since concentrated feed will not provide the water needed by your infant.

Infant food should be used only on the advice of a health worker as to the need for its use and the proper method of its use.

Warning : Infant food is not the sole source of nourishment of an infant.

Use prepared feed within half an hour otherwise microbial deterioration may set in. Discard unused feed. The scoop provided with this pack should be thoroughly washed and dried before use. After opening this pack, the contents should immediately be transferred to an empty, clean, dry & airtight container. After each use, replace lid tightly & store in a cool & dry place. After opening use the contents within 3 weeks or the expiry date whichever is earlier.

NON GMO

NOT MADE WITH GENETICALLY ENGINEERED INGREDIENTS



Birth to 12 Months

USE BY DATE ON CAN END • DO NOT USE IF OUTER OR INNER SEAL IS DAMAGED

NUTRIENTS PER 100 CALORIES (5 FL OZ, PREPARED AS DIRECTED):

PROTEIN	2.2	g	WATER	133	g
FAT	5.1	g	LINOLEIC ACID	900	mg
CARBOHYDRATE	11.2	g			

VITAMINS

A	300	IU	NIACIN	1050	mcg
D	75	IU	FOLIC ACID (FOLACIN)	15	mcg
E	2	IU	PANTOTHENIC ACID	450	mcg
K	8	mcg	BIOTIN	4.4	mcg
THIAMINE (B ₁)	100	mcg	C (ASCORBIC ACID)	10	mg
RIBOFLAVIN (B ₂)	140	mcg	CHOLINE	24	mg
B ₆	75	mcg	INOSITOL	6	mg
B ₁₂	0.33	mcg			

MINERALS

CALCIUM	67	mg	COPPER	80	mcg
PHOSPHORUS	38	mg	IODINE	12	mcg
MAGNESIUM	7	mg	SELENIUM	3	mcg
IRON	1.5	mg	SODIUM	27	mg
ZINC	0.8	mg	POTASSIUM	108	mg
MANGANESE	15	mcg	CHLORIDE	65	mg

INGREDIENTS: WHEY PROTEIN CONCENTRATE (FROM MILK, ENZYMATICALLY HYDROLYZED, REDUCED IN MINERALS), VEGETABLE OILS (PALM OLEIN, SOY, COCONUT, HIGH OLEIC SAFFLOWER OR HIGH OLEIC SUNFLOWER), LACTOSE, CORN MALTODEXTRIN, AND LESS THAN 2% OF: POTASSIUM HYDROXIDE, CALCIUM CHLORIDE, POTASSIUM PHOSPHATE, CALCIUM PHOSPHATE, SODIUM ASCORBATE, SODIUM CITRATE, CHOLINE BITARTRATE, 2'-O-FUCOSYLLACTOSE*, *M. ALPINA* OIL**, *C. COHNII* OIL***, MAGNESIUM CHLORIDE, TAURINE, NUCLEOTIDES (CYTIDINE 5'-MONOPHOSPHATE, DISODIUM URIDINE 5'-MONOPHOSPHATE, ADENOSINE 5'-MONOPHOSPHATE, DISODIUM GUANOSINE 5'-MONOPHOSPHATE), INOSITOL, FERROUS SULFATE, ALPHA-TOCOPHERYL ACETATE, MIXED TOCOPHEROLS, ASCORBYL PALMITATE, CITRIC ACID, ZINC SULFATE, NIACINAMIDE, CALCIUM PANTOTHENATE, L-CARNITINE, COPPER SULFATE, VITAMIN A ACETATE, RIBOFLAVIN, THIAMINE MONONITRATE, PYRIDOXINE HYDROCHLORIDE, MANGANESE SULFATE, POTASSIUM IODIDE, FOLIC ACID, PHYLOQUINONE, BIOTIN, SODIUM SELENATE, VITAMIN D₃, VITAMIN B₁₂, **B. LACTIS CULTURES**, SOY LECITHIN.

CONTAINS: MILK AND SOY.

NESTLÉ INFANT NUTRITION, FLORHAM PARK, NJ 07932 USA

* A SOURCE OF PREBIOTIC.

** A SOURCE OF ARACHIDONIC ACID (ARA).

*** A SOURCE OF DOCOSAHEXAENOIC ACID (DHA).

Comfort comes

Our formulas are designed to support your baby's comfort.

Gerber® Good Start® formula is modeled after complete nutrition and taste of breastmilk, with Comfort 2'-FL HMO*, Probiotics (Lactobacillus)

DIRECTIONS FOR PREPARATION

WARNING: Your baby's health depends on proper use. Incorrect use could result in severe harm. Consult your doctor if you are unsure. Do not be fed to premature infants or infants with certain medical conditions. Always wash your hands and sterilize bottles and nipples before use. Your doctor will advise if it is not recommended.



STEP 1

Pour desired amount of water into bottle. See chart below.

NOTE: Only if necessary, refrigerate fresh formula.

WARNING: Do not use microwave to warm formula.

STORAGE: Tightly cover open can and use within 24 hours.

Warming formula above, or using warm water.

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NWHPB244

NET WT 12.7 OZ (360 g)

(2) No container or label referred to in sub-rule (1) relating to and any advertisement relating infant milk substitute shall have a picture of infant or woman or both. It shall not have picture of other graphic materials or phrases designed to increase the saleability of the infant milk substitute.

- The terms “Humanised” or “Maternalised” or any other similar words shall not be used. The package and/or the label and / or the advertisement of infant foods/infant milk substitute shall not exhibit the words “Full protein food” “energy food” “complete food” or “Health Food” or any other similar expression.

(3) The containers of infant milk substitute meant for low birth weight infant (less than 2500gm) or labels affixed thereto shall indicate the following additional information, namely:

(a) The words “Low Birth weight (Less Than 2.5 kg)” in capital letters along with the product name in central panel;

(b) A statement “the low birth weight infant milk substitute shall be withdrawn under medical advice as soon as the mother’s milk is sufficiently available”, and

(c) A statement “TO BE TAKEN UNDER MEDICAL ADVICE” in capital letters.

(4) The product which contains neither milk nor any milk derivatives shall be labelled “Contains no milk or milk product” in conspicuous manner.

(5) The container of infant milk substitute for lactose intolerant infants or label affixed thereto shall indicate conspicuously “LACTOSE FREE” in capital letters and statement “TO BE TAKEN UNDER MEDICAL ADVICE”.

- Labels shall not to contain **Reference to the Act or Rules Contradictory to required particulars.**
- Labels shall not to use Words Implying **“Recommendations by Medical Profession”**



- **Unauthorized Use of Words Showing Imitation Prohibited**, unless the use of the said words is specifically permitted under these rules.
- Any fruit syrup, fruit juice, fruit squash, beverage or cordial or crush which does not contain the prescribed amount of fruit juice, shall not be described as a fruit juice, fruit squash, fruit beverage or cordial or crush, as the case may be, and shall be described as a **synthetic product**. Every synthetic product shall be clearly marked on the label as 'SYNTHETIC'
- Any fruit and vegetable product alleged to be **fortified with vitamin C shall contain not less than 40 mg of ascorbic acid per 100 gm of the product.**
- The word "pure" shall not be included in the label of a package that contains imitation of any food.