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GOVERNMENT OF THE PUNJAB  
LAW AND PARLIAMENTARY AFFAIRS DEPARTMENT

NOTIFICATION  
(70 of 2018)

18 May 2018

Notification NO.DG/PFA/ADG(A)/2018/1823, dated 18.05.2018, issued by Punjab Food Authority is hereby published for general information:



"GOVERNMENT OF THE PUNJAB  
PUNJAB FOOD AUTHORITY

Dated 18 May, 2018

## NOTIFICATION

**NO.DG/PFA/ADG(A)/2018/1823.** In exercise of the powers conferred under section 57 of the Punjab Food Authority Act, the Punjab Food Authority is pleased to notify following Regulations.

### 2) Short title and commencement

- (i) These Regulations shall be called the ***Punjab Food Authority (Baby Food) Regulations, 2018.***
- (ii) It shall come into force upon its notification in the official Gazette of the Punjab Government.

### 3) Objective

- To promote breast feeding and to discourage unnecessary synthetic products for the healthy development of the infants and the young children.

**4) Definitions:**

i) **"Authority"**: means the Punjab Food Authority.

ii) **"Business"**: for the purpose of these Regulations, means Producers, Manufacturers, Importers, Distributors, Sellers and Marketers of Infant Formula and Follow up Formula.

iii) **"Follow up Formula"**:

"Follow-up Formula" exclusively means a food intended for use, on medical ground(s), as a liquid part of diet which has been proved to be suitable for the young children from the age of more than twelve (12) months up to the age of three years, and is a food prepared from the milk of cows or other halal animals and /or other edible constituents of animal and /or plant origin\*.

[\*Provided that the Palm Oil shall not be used as the sole source of vegetable derived lipids].

The product shall be processed by physical means only and so packaged as to prevent spoilage and contamination under all normal conditions of handling, storage and distribution.

iv) **"Hospital"**: means Public, Private human healthcare facility and maternity centers.

v) **"Infant"**: the term "infant" means a person of not more than 12 months of age.

vi) **"Infant Formula"**: "Infant Formula (from birth to six months)" means a substitute, on medical ground(s), to breast milk specially manufactured to satisfy, by itself, the nutritional requirements of infants from the birth to six (06) months of life; whereas "Infant Formula (after six months to one year)" means a substitute, on medical ground(s) to

breast milk and/or weaning specially manufactured to satisfy, by itself, the nutritional requirements of infants after six months to one year of life.

The product shall be processed by physical means only and so packaged as to prevent spoilage and contamination under all normal conditions of handling, storage and distribution.

Explanation

- a. Only those products that comply with the criteria/provisions/standards as laid down in the Punjab Food Authority (Baby Food) Regulations, 2018, shall be accepted for marketing as infant formula.
- b. No product other than infant formula may be marketed or otherwise represented as suitable for satisfying by itself the nutritional requirements of infants during the first twelve (12) months of life.

**vii) "Medical Practitioner/Health Care Provider":** includes but not limited to Doctor, Nurse, Dispenser, Midwife, Health worker, etc.

**viii) "Medical advice":** means guidance or recommendations from a doctor, nurse, or other healthcare professional regarding a person's health or fitness.

Explanation

- a. Medical advice is the provision of a formal professional opinion regarding what a specific individual should or should not do to restore or preserve health.
- b. Typically medical advice involves giving a diagnosis and /or prescribing a treatment for medical condition.

**ix) "Pharmacy":** means premises where drugs are stored, dispensed, prepared and/or sold on prescription.

**x) "Prescription":** means a written directive for the preparation and administration of a remedy.

**xi) "Young Children":** the term "young children" means a persons from the age of more than 12 months up to the age of three years (36 months).

**5) Labeling of Infant Formula and Follow up Formula:**

- i. The word "Milk" or "milk" shall not be mentioned on the product itself or on any promotional/ educational material.

- ii. Follow up Formula shall be clearly distinguishable in name and in design from Infant Formula. Likewise, the Infant Formula (from birth to six months) shall be clearly distinguishable in name and in design from Infant Formula (after six months to one year).
- iii. Every package containing Infant Formula and Follow up Formula shall bear the following label/warning in Urdu

Phrase that should be incorporated on front side of labels in visible font in Urdu language (Nastleeq font).

**For Infant Formula (from birth to 06 months) and**

**for Infant Formula (after 06 months to one year, respectively**

- یہ پیدائش سے تھماؤ کے بچوں کے لئے نڈانی فارمولا ہے۔ یہ قدرتی دودھ نہیں ہے۔  
- یہ تھماؤ سے ایک سال کے بچوں کے لئے نڈانی فارمولا ہے۔ یہ قدرتی دودھ نہیں ہے۔

**For Follow up Formula (After 12 months to 3 years)**

- یہ ایک سے تین سال کے بچوں کے لئے نڈانی فارمولا ہے۔ یہ قدرتی دودھ نہیں ہے۔

Phrase that should be incorporated on back side of labels/packaging in visible font in Urdu language (Nastleeq font).

- استعمال سے پہلے ہدایات ضرور پڑھیں۔  
- ماں دوسال تک بچے کو اپنا دودھ پلائے۔  
- پکٹ کھانے کے بعد پراڈکٹ کو دوبارہ بند و بے گس محفوظ کریں۔

- iv. List of ingredients shall be mentioned on the Formula.
- v. Formula should be labeled as Halal product.
- vi. The Label shall be as per the standards laid down in the Punjab Pure Food Regulations, 2017 (and its subsequent revisions).
- vii. The packaging of Infant Formula and Follow up Formula shall not carry any statement/figure/illustration which may create an impression that Infant Formula and Follow up Formula are superior to mother milk.

**6) Marketing of Infant Formula and Follow up Formula**

- (i) No representative of a Business shall be allowed to solicit, by any means, a Medical Practitioner /Health Care Provider to prescribe Infant Formula to Infants or Follow up Formula to Young children.
- (ii) It shall be an offence under these Regulations to visit a Medical Practitioner/ Health Care Provider in person in a health care facility to promote and market Infant Formula and/or Follow up Formula.. Any educational or informational material relating to a designated product may be provided by the Food Business Operators to a medical practitioner by post or through email.
- (iii) Any other product for infants and/or young children mentioned for sale by any other name carrying element(s) of

deception/misleading/mislabeling (for example Growing up Formula, etc.) shall not be allowed for sale.

- (iv) Each Food Business Operator shall launch an advertisement campaign especially in electronic and print media to promote breast feeding, once a year, as approved by the Punjab Food Authority.

**7) Sale of Infant Formula and Follow up Formula**

- (i) Infant Formula and Follow up Formula shall only be sold on the basis of Prescription/Medical Advice in writing by the Medical Practitioner /Health Care Provider with medical reasons duly stated.
- (ii) The Infant Formula and the Follow up Formula shall only be sold at pharmacy or in locality where pharmacy is not available at authorized general/departmental store(s) only.
- (iii) It is required to display all the Infant Formulas and the Follow up Formula at one designated place in all such aforementioned retail outlets. The sellers of Infant Formula and Follow up shall paste at such designated place a notice stating

- ماں کا دودھ پینے کے لئے بہترین غذا ہے۔
- ماں کے دودھ میں موجود ایزوپروٹین اسٹریکٹوریٹ کی قوت سے اذیت میں اضافہ کرتے ہیں۔ پچھلے مختلف بیماریوں مثلاً اسہال، اربیت کی وائرس بیماریوں سے محفوظ رہتا ہے۔
- ماں اور بچے کی صحت کے لئے نفع دہنی ہے کہ ماں اپنے دودھ سے اپنا دودھ پلائے۔
- جدید تحقیق کے مطابق بچوں کو اپنا دودھ پلانے والی ماؤں میں چھاتی کے سرخان کا خطرہ کم ہوتا ہے۔

**8) The Additional Director General (Operations), Director (Operations), Deputy Director (Operations), Food Safety Officers or Assistant Food**

**Safety Officers** are empowered to file a complaint or get an FIR registered against the offender under these Regulations.

The Punjab Food Authority (Marketing of Infant Formula, 2018) shall stand repealed after these Regulations.

#### **9) Penalties**

In case of violation of these Regulations, a penalty shall be imposed under chapter 4 of the Punjab Food Authority Act, 2011.

Where the offence under these Regulations is found to have been committed by a company, corporation, partnership or an institution, as a result of an institutional or operational instructions issued by it or implemented by it, the company, corporation, partnership or the institution shall be considered guilty in addition to the individuals directly responsible for the commission of such offence.

**10) The Punjab Food Authority (Marketing of Infant Formula) Regulations, 2017 is hereby repealed.**

**Director General**  
Punjab Food Authority"

**DR SYED ABUL HASSAN NAJMEE**  
Secretary  
Government of the Punjab  
Law and Parliamentary Affairs Department