

FAQs Update January 2021

Label changes to Blackmores Newborn and Follow On Infant Formula

What has changed?

- There have been some small changes to the labels for Blackmores Stage 1 (Newborn) and Stage 2 (Follow- on) Infant formula.
- There have been no changes to the products themselves, it is exactly the same product with only minor changes to the labels.
- Both labels will be in market for some time during the transition.

Effective date:

- ALL Blackmores Newborn and Follow On formulas with a date of manufacture of 1st August 2020 onwards, will have the updated version of the label.

Why has this changed?

- To ensure regulatory compliance across all our markets.

How can I check that I have a genuine Blackmores product?

- The date of manufacture can be found on the bottom of all Blackmores formula tins.
- You can check by scanning Blackmores Blue dot technology and serialised QR code on the bottom of the tin.
- Each QR code is unique and allows full traceability from the origin of each individual product to the store or location where the product is sold.



Newborn previous version of label



Newborn updated version of label



Follow On previous version of label



Follow On updated version of label



For any other questions or concerns, please contact Julie Cottle at julie.cottle@blackmores.com.au or phone 1800 808 669 (free call within Australia).