



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY
San Lazaro Cpd., Rizal Ave., Sta. Cruz, Manila

7 May 2004

**ADMINISTRATIVE ORDER
NO. 18 S. 1997**

SUBJECT: "Labelling of infant formula "breastmilk supplement" or "follow-on formula"

This order is issued under the authority conferred by Section 12(b)(1) of Executive Order No. 51 or the "National Code on the Marketing of Breastmilk Substitute, Breastmilk Supplements and other Related Products.

The Department of Health has acknowledged that the term "follow-on formula" has been perceived as synonymous to breastmilk substitute which the mother gives instead of breastmilk to children (6) months and older. The advertisement of the said "follow-on formula" as such therefore is not consistent with the fact that breastmilk is the best food for babies up to two (2) years.

As a rule, advertising messages are based on the approved labeling of the products; hence, that would be approved by the BFAD during the registration of breastmilk substitute or supplement can be made the basis for advertising materials.

Wherefore, to promote breastfeeding for the safe and adequate nutrition of infants; and for advertising materials to conform with the labeling of the product, order is hereby issued for the use of the term "breastmilk supplement" to refer to "follow-on formula" on the labeling of the follow-on formula/breastmilk substitute.

In the alternative, if the manufacturer intends to maintain the term "follow-on formula" on the labeling of the product, a conspicuous message or statement shall have to be printed stating that "This product is not a breastmilk substitute" immediately below the term "follow-on formula", in addition to the other primary standards messages required by Executive Order No. 51.

Manufacturers and importers of these breastmilk supplements shall have six (6) months from the effectivity of this order to exhaust the remaining inventory of the products whose labeling does not comply with this rule and to start producing products with labeling conforming with this rule.

This order shall be effective immediately following its publication in a newspaper of general circulation.

(Sgd) CARMENCITA NORIEGA-REODICA, MD, MPH., CESO II
Secretary of Health