

Infant formula sample request form

Investigate
Communicate
Collaborate



Breastfeeding is best

A2 Infant Nutrition Australia Pty Ltd are signatories to The Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement) and members of the Infant Nutrition Council Ltd.

Breast milk is the normal way to feed a baby and is important for baby's health. Infants do not require fluids other than breast milk for the first six months of life. Breastfeeding will provide the best start to life nutritionally and will also bring other important benefits to a mother and her baby. Introducing infant formula could negatively affect breast milk supply and reversing a mother's decreasing breast milk supply following a decision not to breastfeed may be difficult.

In Australia, the National Health and Medical Research Council (NHMRC) recommends that infants are breastfed exclusively for around the first six months of life to achieve optimal health, growth and development, but adds that any amount of breastmilk is beneficial to a mother and her baby. The NHMRC also says that when solid foods are introduced gradually at around six months of age, breastfeeding should continue until 12 months and beyond and for as long as the mother and baby pair desire.

The majority of mothers can successfully breastfeed. Whilst some mothers may encounter difficulties with initiating and establishing breastfeeding, these can be overcome commonly with support from lactation nurses, the Australian Breastfeeding Association, healthcare professionals, community organisations and family.

Healthcare professionals have an obligation to encourage, support and promote breastfeeding and can provide invaluable help to mothers and their families by offering factual information and empathetic support, demonstrating practical skills, and discussing strategies.

If an infant is not drinking breast milk, the only other safe alternative is infant formula as the main drink for the first 12 months of life. Professional advice should be followed before using an infant formula. Infant formula should be used as directed. Proper use of an infant formula is important to the health of the infant. Social and financial implications should be considered when selecting a method of feeding.

The Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement)

"The aim is to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of breast milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution." (WHO Code Article 1) (Clause 1 of the MAIF Agreement)

1. For the purposes of the aim, 'necessary' includes mothers who make an informed choice to use breast milk substitutes.

I hereby request from A2 Infant Nutrition Australia Pty Ltd the following infant formula samples for professional evaluation or clinical research carried out at the institutional level:

Product	Age	Quantity
Infant Formula (Stage 1)	0-6 months	
Follow-on Formula (Stage 2)	6-12 months	
Toddler Milk Drink (Stage 3)	1-3 years	

2. I understand that these samples have been provided under the provisions of Clause 7 (d) of the MAIF Agreement:

"Manufacturers and importers of infant formulas should not provide samples of infant formulas, or equipment of utensils for their preparation or use, to health care professionals except when necessary for the purpose of professional evaluation or clinical research carried out at the institutional level"



3. I understand that 'professional evaluation' applies to one or all of the following situations:

- ✓ Analysis of products (ingredients, taste, nutritional profile).
- ✓ Trial preparation and mixing of infant formula products (includes preparation and mixing instructions to mothers).
- ✓ Investigative or development projects, using sound methodology and involving a number of infants.
- ✓ A thorough assessment of the suitability of a product for an individual infant, including acceptance of the product by the infant, when mothers have made the informed choice to use infant formula.

4. I understand and agree that where the suitability of a product is being assessed for an individual infant, the professional evaluation will always include a follow-up meeting with the mother of the infant.

5. I understand and agree that product samples must be kept out of public view.

Privacy Collection Notice

A2 Infant Nutrition Australia Pty Ltd (ABN 27 161 773 913) (referred to as "we", "us" or "our") is strongly committed to protecting your privacy and is committed to supporting the Australian Privacy Principles. Any information you provide us, including your personal information, remains confidential.

We are collecting your personal information to provide you with the infant formula samples you have requested. Failure to provide your personal information may prevent you from being able to receive the samples you have requested.

Further information about our privacy practices and procedures is contained in our Privacy Policy at <https://a2nutrition4professionals.com.au/privacy-policy/>. If you would like to seek access to or correct your personal information, or make a privacy complaint, please refer to our Privacy Policy for further details.

I agree to the above conditions in respect of the supply of the infant formula samples to me for the purposes of professional evaluation or clinical research carried out at the institutional level.

Company representative:

Position:

Date:

Conference, event etc. where samples were requested (if applicable):