

**Annexure 15 – Template Infant Formula Samples Request Form (Australia)**

«Company logo»

# Template Infant Formula Samples Request Form (Australia)

(contains minimum information required, format is not mandatory)

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Breast milk is the normal way to feed a baby and is important for baby's health. Professional advice should be followed before using an infant formula. Introducing partial bottle feeding could negatively affect breast feeding. Good maternal nutrition is preferred for breast feeding and reversing a decision not to breast feed may be difficult. 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 Formula Agreement (MAIF)***

*“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)

*For the purposes of the Aim, ‘necessary’ includes mothers who make an informed choice to use breast milk substitutes.*

I hereby request from «Company name» the following infant formula samples for professional evaluation:

Product	Quantity	Batch Number & Expiry Date
«Company products listed here»		

I understand that these samples have been provided under the provisions of Clause 7 (d) of the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (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 research at the institutional level.*

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 by the infant, when mothers have made the informed choice to use infant formula.

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.

I understand that product samples should be kept out of public view.

Health Care Professional:	Position:
Signature:	
Address:	
Company Representative:	
	Date:

*<Company name> is strongly committed to protecting your privacy and is committed to supporting the National Privacy Principles. Any information you provide us, including your personal information remains confidential*