

THE NEW EU REGULATION¹

The most important information at a glance:

New scientific evidence² has made it necessary to revise the existing Regulation. As of 22.02.2020, all industrial infant and follow-on formulae as well as formulae for special medical needs must comply with this new EU Regulation (HA formulae as of 22.02.2021).

Significant changes

Protein

- reduction of the maximum permissible protein levels to resemble those in breast milk
- L-carnitine: mandatory addition to all infant formulae

LCP fatty acids

- docosahexaenoic acid (DHA): mandatory addition to all infant and follow-on formulae
- arachidonic acid (ARA): still optional

Micronutrients

- adjustment of minimum and maximum permissible vitamin and mineral levels

For information on all changes to the formula content, please see our HiPP website for HCPs (hcp.hipp.com).

► HiPP infant formulae will be adapted to meet the new legal requirements by spring 2020.

HiPP ORGANIC COMBIOTIC[®] with an improved recipe

Minimum standards of the new EU Regulation

- higher DHA levels in infant formula
- DHA in follow-on formula

The added value of HiPP: a composition that is inspired by nature

- ⊕ ARA in infant formula following expert recommendations³
- ⊕ a protein content that is tailored to age-specific needs
- ⊕ reduced energy content*
- ⊕ improved overall fat content and fatty acid spectrum
- ⊕ tried-and-tested combination of functional ingredients of natural origin:
 - GOS: derived from organic lactose
 - *L. fermentum*: originally isolated from breast milk**
- ⊕ HiPP's unique organic quality

► HiPP ORGANIC COMBIOTIC[®] provided much more than the minimum required by law.

HiPP's step-by-step concept – for a nutrient supply tailored to children's needs

tried-and-tested
HiPP ORGANIC
COMBIOTIC[®]
concept



iron
calcium
potassium
vitamin B₆
niacin

takes into account the increased
need for certain nutrients between
the ages of 6 and 12 months



follow-on formula
is especially
adapted to the
critical phase of
weaning (between
ages of 5 and 7
months)

► The composition of HiPP Follow-on Formula is ideal to complement the introduction of solids!

¹ Commission Delegated Regulation (EU) 2016/127 on infant and follow-on formula

² EFSA: The EFSA Journal 2014; 12(7):3760

³ Koletzko B et al. Am J Clin Nutr 2019; 00:1-7

* still 66 kcal/100 ml in HiPP 1 ORGANIC COMBIOTIC[®]

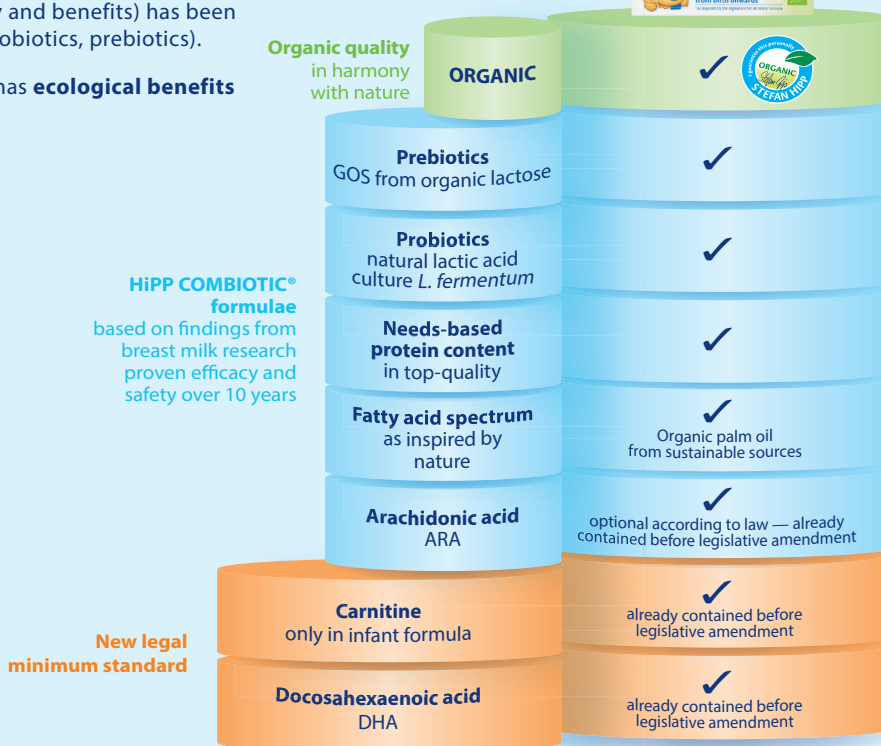
** Breast milk contains a large number of natural lactic acid cultures that can vary from mother to mother.

Not all infant formulae are equal

- All infant formulae must meet the **legal minimum standards**.
- Premium products also contain **optional ingredients** such as arachidonic acid (ARA).
- Innovative infant formulae contain **functional ingredients** derived from breast milk research, whose suitability (safety and benefits) has been clinically proven (e.g. probiotics, prebiotics).
- Organic infant formula has **ecological benefits** and is **sustainable**.



HiPP 1 ORGANIC COMBIOTIC®
science and nature go hand in hand



▶ **Exceeding legal minimum standards makes all the difference when it comes to formulae!**

What could the consumer ask you?

- **Why does the formula look, smell and/or taste different?**

The alterations of the recipe may lead to certain changes. HiPP ORGANIC COMBIOTIC® continues to dissolve easily, taste and smell pleasant and be very well tolerated.

- **Why are certain nutrients not specifically mentioned on the packaging anymore?**

Optional ingredients such as the prebiotic GOS may still be present in the product, but may now only be listed in the list of ingredients.

▶ **Detailed information for parents can be found at hipp-fachkreise.de/at and hipp.de/milchnahrung/neue-rezeptur-milchnahrung**

Important notice:

Breastfeeding is best for a baby. A balanced diet during pregnancy and after birth boosts lactation. Any woman who does not wish to breastfeed should be informed that it is difficult to reverse her decision. It is important for women to know that bottle feeding and complementary feeding of infant formula could compromise their breastfeeding success. Infant formulae should only be given upon the advice of independent experts. Advise women on how to prepare the formula and note the important information and instructions on the packaging. Incorrect preparation of formula can be harmful to babies' health.