

INFORMATION FOR HEALTHCARE PROFESSIONAL USE ONLY

FORMULA PRODUCT SUPPLIES

We are currently experiencing a high level of enquiries from parents about the availability of our formula products related to COVID-19 outbreak.

We would like to reassure parents and healthcare professionals that we are sending out regular, daily supplies of our retail formulas and specialist prescription formula products to retailers and pharmacies.

As shelves in stores are replenished, parents should be able to find their usual formula products. During this period of high demand, parents may need to visit more than one store and calling ahead or using retailer's local stock checking facilities may be useful. We also suggest trying local pharmacies and independent stores as they are less heavily used.

We endorse the advice from the Government and retailers and encourage parents to only buy what they need for their family. If we all do this, then together we can help make sure we have enough formula supplies for everyone.

The supply of prescription products is being carefully managed and we have normal levels of supply. Parents using these formulas should continue to receive their usual supplies through pharmacies.

Behind the scenes, we are working hard to ensure that our products get to stores and pharmacies as fast as possible. We are working closely with the retailers to manage the supply chain, and where possible, we are increasing production to maintain supplies.

We support retailers who have already introduced a sensible two-pack limit on the amount of powder formula that can be purchased in one transaction and are bringing in limits on the maximum number of liquid products.

In the last few days some unhelpful stories about free supplies of formula products from manufacturers have been circulating on social media. These rumours are not true – in line with the WHO Code and UK legislation, we do not offer parents free supplies of formula products.

We understand that this situation is causing anxiety and we would like to reassure healthcare professionals and parents that we are doing everything we can to ensure good supplies of our products.

For any queries, parents can visit our brand websites which have the most up to date information at <https://www.aptaclub.co.uk/covid-19.html> or <https://www.cgbabyclub.co.uk/covid-19.html> .

Alternatively, they can contact us directly via Facebook Messenger or WhatsApp.

IMPORTANT NOTICE: Breastfeeding is best for babies. Infant formula is suitable from birth when babies are not breastfed. Follow-on milk is only for babies over 6 months, as part of a mixed diet and should not be used as a breastmilk substitute before 6 months. We advise that the use of formula milks and the decision to start weaning should be made only on the advice of a doctor, midwife, health visitor, public health nurse, dietitian, pharmacist or other professional responsible for maternal and child care, based on baby's individual needs. Foods for special medical purposes should only be used under medical supervision. May be suitable for use as the sole source of nutrition for infants from birth, and/or as part of a balanced diet from 6-12 months. Refer to label for details.