

Introducing the new look a2 Platinum® Premium infant formula (Stage 1)

You may have noticed changes to our packaging recently. Please note there is **NO change to the formulation** and you can safely refer to the information & instructions on either package when preparing a2 Platinum® for your child.

a2 Platinum® is still the same high quality product that is completely free from the A1 protein. We have made some updates to the packaging information based on consumer feedback and are proud

to bring you packaging that has easy to understand information, instructions and guides. We hope this overview provides a clear explanation of all the changes.



We have simplified the front of our packaging by reducing the number of statements included

Updated preparation instructions

You can safely follow the instructions on either pack, as the formulation has not changed.

We want to ensure a2 Platinum® Premium infant formula preparation instructions are as easy to follow as possible.

Based on feedback from consumers, instructions that were confusing have been removed and some steps have been split so they are easier to read.

These instructions are consistent with National Health and Medical Research Council guidelines for feeding.



Our new look packaging has provided more space for us to explain our high quality standards

Our address has been updated as our offices have moved

These are internal numbers for packaging version control

Storage instructions have been expanded for further clarity

Updated nutrition information

You may notice some slight changes to nutrient values on our new packaging.

This is not due to a change in the product formulation.

The nutrient values declared on product labels reflect an average as the nutrient content can differ slightly for each batch of product due to natural variability.

In our case, there can be seasonal variability in the composition of cow's milk which may change the nutrient value slightly.

The a2 Milk Company test nutrient levels in every batch, and as we produce more product we obtain more information on nutrient content and better understand the natural variability in our product.

The nutrient values have been updated on our new packaging as a result of this continued learning.

Nutrient values that have changed slightly:

Vitamin E, Biotin, Niacin (Vitamin B₃), Folic acid & Pantothenic acid (Vitamin B₅)

