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Multiple Micronutrient Powders and Customised Packaging

Background

The fifteen component Multiple micronutrient powders (MNPs) are being scaled up in many countries as an intervention for children over 6 months to address inadequacies in the diet for nutrients such as iron, zinc and vitamin A.

Many country offices choose to order the customized product as it enables government programs to better adapt the labeling of the product to the local consumers. Product messages that provide clear instructions for use in the local language can facilitate consumer compliance and are more likely to be accepted as an intervention.

UNICEF Supply Division currently has two MNP material numbers for 15 component MNPs listed in the catalogue: one for standard packaging and one for customized labelling, as shown below:

Product Catalogue number	Item	Indicative Price
S1580201	Multiple micronutrient powder standard packaging	0.70 USD
S0000225	Multiple micronutrient powder customized packaging	0.83 USD

Important Considerations

Timeframes for Label Approval

When UNICEF country offices choose to use S0000225 with customised packaging, there are several additional steps that must be taken into account when estimating the delivery lead times. In addition to working with national governments to design the programs that include MNPs, the product packaging needs to comply with local regulations, and the label must include some mandatory information in order to be compliant with UNICEF's requirements which are based on international Codex Alimentarius labelling standards.

Since label printing often has long lead times, a minimum of 8 weeks lead time should be added to the timeline once the customised label has been finalised and approved.

Product Claims and Indications

Product claims can be drawn from the WHO guidelines for home fortification¹ and other available clinical data on home fortification with multiple micronutrient powders. Some examples of evidence based claims:

1. Improves iron status and reduces iron deficiency /anaemia in infant and children
2. Helps to address iron deficiency
3. Helps to improve nutrition in children under two years of age.
4. Contains key nutrients needed for healthy growth and development
5. Contains key nutrients needed for normal / healthy cognitive development

¹ http://apps.who.int/iris/bitstream/10665/44651/1/9789241502047_eng.pdf?ua=1

Making claims on packaging of MNPs that are not supported by evidence could represent a reputational risk for UNICEF, and therefore need to be carefully considered. Country offices may need to justify claims to the media or other groups that may question the validity of the statements. Claims referring to improvement or enhancement of intelligence are unsubstantiated.

Product Use

Micronutrient supplementation/food fortification in emergencies;
Micronutrient supplementation/food fortification in complementary foods for breastfed infants.
Micronutrient supplementation/food fortification for young children where dietary micronutrient intakes are insufficient.

Labelling shall be appropriate for the consumer, taking into consideration nutritional habits, type of food consumed, as well as other culturally sensitive aspects, e.g. images of children or food appearing on the label.

Target Group:

Children aged 6-59 months.

Primary target: children aged 6-24 months.

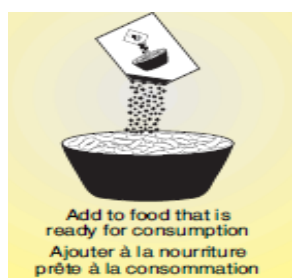
Dispensing Instructions for Use and Pictogram

Message: Mix the sachet contents with a small portion of solid or semi-solid food just before serving, when food has adequate temperature for consumption. Do not mix with liquids.

Pictogram: Show a small spoon in the pictorial description demonstrating the powder should be mixed with food.

Message: Do not use if the sachet or package is torn or damaged.

If a different or additional images are desired, such as a child eating food with fortified micronutrients, use a picture of an infant older than 6 months that is ethnically specific for the region.



Breast feeding Message

Label shall include Consumer Guidance Messages:

- Exclusive breastfeeding is recommended for the first 6 months of life
- Continued breastfeeding is recommended up to 2 years and beyond
- Do not use MNP until a child has completed 6 months of life
- Timely introduction of appropriate complementary food is needed at the age of 6 months

Label must contain a breastfeeding logo. Example below.



Dosage

One sachet per day for a child aged 6-59 months.

Storage conditions

Do not store above 30 °C

Store in tightly closed original packaging, protect from moisture.

Keep out of reach of children

References

- (1) Luz Maria De-Regil et al. Home fortification of foods with multiple micronutrient powders for health and nutrition in children under two years of age (Review). Copyright © 2014. The Cochrane Collaboration. Published by John Wiley & Sons, Lt.
<http://onlinelibrary.wiley.com/doi/10.1002/14651858.CD008959.pub2/epdf/abstract>
- (2) Multiple micronutrient powders for home fortification of foods consumed by children 6–23 months of age. Guidance summary.
http://www.who.int/elena/titles/guidance_summaries/micronutrientpowder_infants/en/

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