Government of Pakistan
Ministry of National Health Services, Regulations and Coordination
Drug Regulatory Authority of Pakistan
Prime Minister's National Health Complex, Park Road, Islamabad

No. F.11-4/2025-LA

Islamabad, the 2nd November, 2026.

Subject: **DIRECTIVE REGARDING MANDATORY PRINTING OF DISCLAIMER ON THE LABELS OF FORMULA MILK PRODUCTS INTENDED FOR INFANTS AND YOUNG CHILDREN AGED 1–36 MONTHS.**

In furtherance of the directions of the Senate Standing Committee on National Health Services, Regulations and Coordination conveyed during its meeting held on 20.10.2026, and with a view to promoting and protecting breastfeeding in accordance with national public health policies, the Drug Regulatory Authority of Pakistan (DRAP) hereby directs all manufacturers and importers of formula milk products intended for infants and young children aged one (1) to thirty-six (36) months to conspicuously display the following disclaimer, in both Urdu and English, on the product label, packaging, container, and any accompanying literature:

"MOTHER'S MILK IS THE BEST FOR A CHILD." "ماں کا دودھ بچے کے لیے بہترین ہے۔"

(Aamar Latif)
Director (Legal Affairs)

Distribution:

1. Chief Executive Officer, Baby Food and Nutrition Council (BFNC), Lahore;
2. All manufacturers and importers of formula milk;
3. Director (Health and OTC Products), DRAP, Islamabad; and
4. Director (MIS), DRAP, Islamabad (for placing the instant directive on the official website of DRAP).