



Nutrition for a healthy beginning

06.05.2016
BLS/REG/16BPN001

To,



Subject: Withdrawal or to block circulation of advertisement of LF100 in Indian Journal of Pediatrics, Vol-83-February, 2016

Reference: a. Your letter dated 28.03.2016 received on 31.03.2016.
b. Telephonic conversation with Mr.A.Kumar on 20.04.2016

This is to bring to your notice that British Life sciences Pvt Ltd. has no intention of consciously violating the IMS Act, 1992 or to give false impression that LF-100 is superior to breastfeeding.

British Life sciences Pvt Ltd accepts the reality that Breastfeeding by mothers provide the optimum nourishment to infants and that the benefits of breastfeeding extends well beyond basic nutrition and breastfeeding's protection against illness lasts beyond the infants breastfeeding stage too.

We regret that the advertisement published in Indian Journal of Pediatrics Vol-83-February 2016 was done by individuals due to their lack of IMS regulations and proper guidance in brand communication.

British Life sciences Pvt Ltd had not intended to create an impression that LF-100 is better than or has superior ingredients to mother's milk but that LF-100 is Lactose free- 'milk substitute' which is fortified with essential nutrition which can substitute mother's milk in some unavoidable situations when breastfeeding is not available for the infant.

British Life sciences has special concern to infant's life and health of infants and mothers, and will not knowingly or willfully make such advertisements against the law just to advance our business interest of the product or for profits or gains.

British Life Sciences Pvt. Ltd.

CIN NO: U I5400KA2013PTC072780

Factory:#410/1, Puttonahally Main Road, J. P. Nagar - 6th Phase, Bangalore - 560078

Telefax: 080-4212 0454, Phone:080-42120454

www.britishlifesciences.in



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We have already informed the publishing house to stop the LF-100 advertisement and all its aspects. Also it's confirmed from their side that from March 2016 onwards the advertisement is stopped in Indian Journal of Pediatrics.

We will make sure that individuals involved in Brand communication are made aware of the specific regulations of IMS Act, 1992 so that such violations do not occur henceforth.

We assure you that strict adherence to the existing regulations of IMS Act, and future guidelines if any will be practiced in British Life sciences Pvt Ltd.

Thanking You,

For BRITISH LIFE SCIENCES PVT. LTD.


Authorised Signatory

S.Mahendra Boopathy,

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Date: 06.05.2015

Place: Bangalore

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