

Introduction of Generic Baby Formula

REQUEST

- Help educate mothers about the quality of generic baby formula and the value of DHA as an additive.

RESPONSE

- Reassure parents who need to use it that infant formula manufacture and regulation by FDA renders branded and generic formulas nearly identical.
- Generate business section feature coverage in major newspapers to reach and educate professional women likely to supplement with formula feeding.
- Support customer's effort to win FDA approval of important formula additive, used globally, that aids brain function and eyesight.

RESULTS

- Front page Sunday Business section story in *The New York Times* on "David v. Goliath" entrepreneur who took brand name formula companies to introduce an equivalent generic sold under store brand labels. Federal anti-trust action and price gouging accusations among traditional manufacturers were explored in the article, along with the quality implications of FDA regulation.
- *The Washington Post* featured a business section story by a correspondent who was a new mother.
- The customer was ultimately successful in receiving FDA approval to add DHA, an additive used in international markets but not in the U.S., often associated with key differences between mother's milk and formula, including IQ impacts

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