

New Standardized Elements for the UNIMMAP MMS Product Label and Packaging

Key agencies that procure most of the current global supply of UNIMMAP MMS, including UNICEF, have reached consensus on the new, standardized elements to be included on product labels (or other packaging materials) of all UNIMMAP MMS bottles or blister packs intended for donation to national governments, NGOs, or UNICEF; product donated to or purchased by UNICEF and made available to national governments at no cost; or product donated to or purchased by UNICEF and made available to national governments at discounted pricing.

The standardized elements include a new “Pink Figures” mark, an orange United States Pharmacopeia (USP) Verified UNIMMAP mark, and the word description “*Multiple Micronutrient Supplement for Pregnant & Breastfeeding Women.*” These elements are shown below in an illustrative label for a bottle format. Labels and packaging materials that apply these elements are now in the marketplace.

DIRECTIONS:
Take one tablet daily with food, or upon retiring. Not to be chewed. Do not exceed recommended dose.

STORAGE: Do not store above 30°C, protect from light and moisture. Keep out of reach and sight of children.

Manufactured by
Manufacturer contact information here

usp
Verified UNIMMAP

UNIMMAP

Multiple Micronutrient Supplement for Pregnant & Breastfeeding Women

Tablets WHO/UNICEF Formulation

Supplement Facts	
Serving Size: 1 Tablet	
Amount Per Serving	% Daily Value*
Vitamin A (as Retinyl Acetate)	800 mcg RAE 62%
Vitamin C (as Ascorbic Acid)	70 mg 58%
Vitamin D (as Cholecalciferol)	5 mcg (200 IU) 33%
Vitamin E (as d- α -Tocopheryl Succinate)	10 mg α -TE 53%
Vitamin B-1 (as Thiamine Mononitrate)	1.4 mg 100%
Vitamin B-2 (Riboflavin)	1.4 mg 88%
Vitamin B-3 (as Niacinamide)	18 mg NE 100%
Vitamin B-6 (as Pyridoxine HCl)	1.9 mg 95%
Folate (as Folic Acid)	680 mcg DFE (400 mcg) 113%
Vitamin B-12 (as Cyanocobalamin)	2.6 mcg 93%
Iron (as Ferrous Fumarate)	30 mg 111%
Iodine (as Potassium Iodide)	150 mcg 52%
Zinc (as Zinc Oxide)	15 mg 115%
Selenium (as Sodium Selenite)	65 mcg 93%
Copper (as Cupric Oxide)	2 mg 154%

OTHER INGREDIENTS:
Microcrystalline Cellulose, Dicalcium Phosphate, Croscarmellose Sodium, Magnesium Stearate, Silica, Starch, Polyvinylpyrrolidone, Sucrose, Acacia, Crospovidone, Hydroxypropylmethylcellulose, Polyethylene Glycol, Triethylcitrate, Tocopherols, Sodium Ascorbate and Tetracalcium Phosphate.

WARNING:
Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6. Keep this product out of the reach of children. In case of accidental overdose, call a doctor or poison control center immediately.

MFG DATE: EXP DATE: LOT#: NOT FOR SALE RXXXXX

The illustrative label contains the following elements:

- **Stylized figures of a pregnant woman and a mother holding a baby bordered in pink and coupled with the word “UNIMMAP”.**

This Pink Figures mark is intended to be intuitive and indicates that the product is specially formulated for pregnant women (and may be used by breastfeeding women), regardless of the recipient’s level of literacy. The word “UNIMMAP” signifies that this is the WHO/United Nations formulation, an evidence-based product proven to be effective and safe that supports the health of the mother and improved pregnancy outcomes. The space above the word UNIMMAP is reserved for potential use by product donors, sponsors, and UNICEF to place their organization’s logo.

- **A new “USP Verified UNIMMAP” mark** intended as assurance of a quality product through application of USP verification processes. To encourage the manufacture of high-quality UNIMMAP MMS, regardless of which manufacturer produces it, Kirk Humanitarian, UNICEF, and USP have designed a unique UNIMMAP verification program managed by USP and open to manufacturers with opportunities for partial sponsorship under selected conditions.

Alternate versions of the UNIMMAP mark include the 2-color version (pink and black) and grey-scale. The USP Verified UNIMMAP mark is available in orange or black.

Manufacturers that create a UNIMMAP MMS product in accordance with the [Expert Consensus on an Open-Access UNIMMAP MMS Product Specification 2024](#) and complete the USP UNIMMAP Verification Program will receive a royalty-free license to use both the Pink Figures mark, and the USP Verified UNIMMAP mark. Eligibility to use the marks is based upon continuous participation in the USP UNIMMAP Verification Program. Under the USP UNIMMAP Verification Program, USP performs periodic audits of facility operations for compliance with good manufacturing practices, reviews of quality control and manufacturing product documentation, and undertakes independent testing of the UNIMMAP MMS product to ensure that it conforms to its specification and label claims.

- **Standardized product description: “Multiple Micronutrient Supplement for Pregnant and Breastfeeding Women”** that indicates for whom this product is intended. The product description should be interpreted to mean that UNIMMAP MMS is safe and effective and should be prioritized for pregnant women, but if any MMS tablets remain after delivery, they can be taken while breastfeeding. A more complete interpretation of the product’s word description is described elsewhere in a guidance document prepared for and issued by the Multiple Micronutrient Supplementation Technical Advisory Group (MMS TAG) (add link).

While there are many MMS formulations available and used, UNIMMAP’s WHO/United Nations formulation is the ONLY formula backed by decades of peer-reviewed research. As the manufacturing base grows to meet the increasing demand for MMS product, it is important to solidify the UNIMMAP MMS brand and encourage acceptance of the product irrespective of the manufacturer producing it.

The use of these product branding elements is intended to support existing efforts to create a network of regional manufacturers that produce an *interchangeable* UNIMMAP MMS product; and contribute to a sustainable, recognizable, and affordable supply of high-quality MMS product. Standardized use of these branding elements (including the Pink Figures mark; the USP Verified UNIMMAP mark when granted by USP; and the standardized product description—combined usage for which is managed by Kirk Humanitarian and USP, provides MMS purchasers (e.g., governments, donors, NGOs, UNICEF, etc.), government and non-profit health systems, and consumers with confidence that the product they have procured is the same, regardless of the manufacturer.