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Application A576 - Labelling of Alcoholic Beverages
with a pregnancy Health Advisory Label.

I have read the initial assessment report & would urge that Option 2 be proceeded with.

"There is compelling evidence that mothers who drink even small amounts of alcohol during pregnancy could unwittingly harm their unborn children. It has been shown that possibly just one & a half drinks a week is enough to cause harm" (AMA Press Release 1/09/05)

Question 7

Warning labels to be placed on ALL alcoholic beverages containers, because of the evidence now available that shows the harm caused to the brain of an unborn child.

Surveys continue to show that there are people who are unaware of the dangers of continuing to drink alcoholic beverages when trying to become pregnant or are pregnant.

We live in a time when many details are on food & beverage containers and are read with interest by the prospective purchaser/or user.

Question 9

A suggestion for a printed statement could be "the alcohol in this drink could harm your unborn child."

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The benefit from warning labels may never be known fully, but if happy healthy children are the result free from FAS + FASD it is well worth the changing of requirements to the code.

I submit my submission.

Yours sincerely
Mrs. Helen Palmer