

MEIJI

Tokyo

A health center belonging to the Tokyo metropolitan government gives out samples of **Meiji HohoemiBaby Milk Powder** for babies (from 0 month)- . The product, also described as “Easy Cube Smile”, is aimed at mothers who find difficulties in preparing formula in powder form and marketed as an ideal solution in emergency situations.



This notice, stuck to a box containing the product states, “Convenient to carry and long-term preservation possible - “One sachet is enough for one day”



Milk powder evolved into tablet form - for the convenience of mums.



No spill no thrill - Shaken but not stirred.