

HQ1 Delimiters

MiNDSET



Design & Build
Graded FMCG Products



Out of best current knowledge, your HGI makeup (Health-Growth-Immunity) depends upon

- 2

Your Health



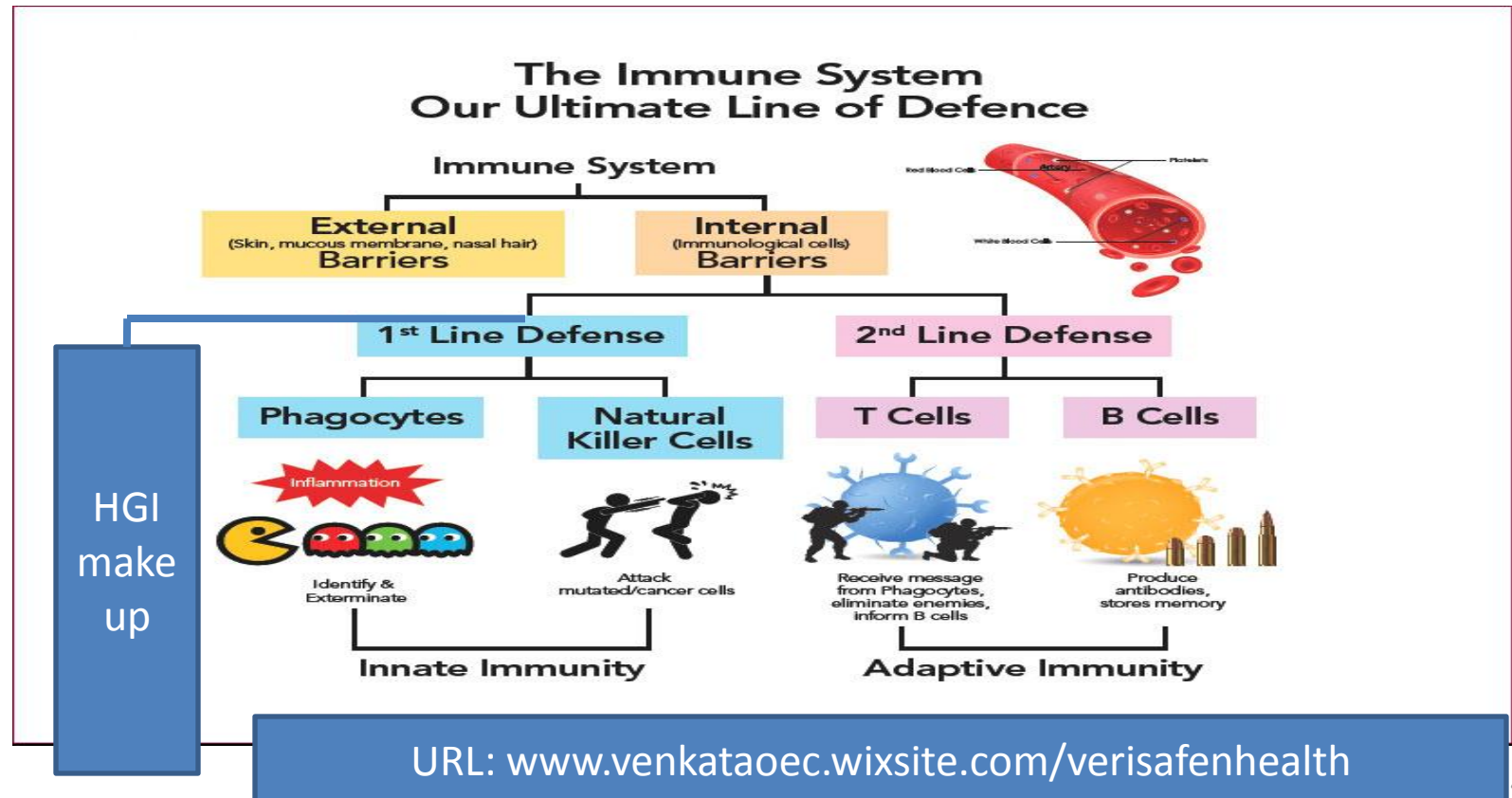
- (h) diagnostic tests you regularly avail of, the success in the line of treatment based on the diagnosis or specimen's culture sensitivity tests
- (i) the climate change in your city or region
- (j) the quality of the sewer systems, drainage systems in your city or region (keeping in mind that rains and mini floods cause contamination)
- (k) disaster, endemic, epidemic, infection incidence or prevalence in the associated RADIUS or catchment area, drug resistance incidence or prevalence in the associated RADIUS or catchment area
- (l) the mosquito or vector bred disease menace prevalent in your city or region
- (m) whether socially equitable and accountable healthcare is available
- (n) whether veritable & accountable druggists & chemists are available
- (o) the quality of water available to you
- (p) the quality of air or the presence of greenhouse gases, smoke, smog, toxins, particulate matter, pollen dust, dust mites in the air

Your Health

(q) your exposure to pesticides/insecticides, contaminants or hazardous chemicals, current transmission dynamics for infections

(r) your city's or region's slaughter houses or suppliers of meat

The booklet states that these terrarium markers can be managed via a P2PC (Plan to Prevent & Control) methodology in knowing your health



FMCG & Health Delimiters

What we think you must know about FMCG?

Is the product spelt right in the packaging? Does the name include special symbols “like coloured figures, lettered or numbered prefixes or suffixes”? Is there any mention about the **health delimiters**? What is the product’s (offline & online) market friendly name, as this can help you know, adequately review and select the right product to prevent fake or similar sounding products?

What does the product serve? Is the product safe for you and your Consumer Group (Pregnant, Paediatric, Geriatric or Others)? Has the product or its synthesis of ingredients been “satisfactorily consumed” earlier? Do you know of the adverse or possible allergies and side effects? Do you know of Product Adverse Events & steps to taken? Has the method of grading and other directions for consumption been indicated correctly?

FMCG & Health Delimiters

Is the product being sold (offline / online) in the right codification & condition?

Do you know how to consume and for how long you can shelve the product?

Is the product being prescribed as a repurposed product? Is the product part of old or dead stock, though it is supposed to be quality that deteriorates? Is the product available in a newer or alternate grading or complement?

Have you been advised on how wrong consumption or casual disposal of the product/its packaging can affect you, or your family, or close in proximity social circles & even the environment?

FMCG & Health Delimiters

To know more, review points such as: Is the product an approved product?

Does the product include any banned ingredients or additives?

Is the product on the Approved FMCG List, indicating it is fitness certified for consumption?

Is the product on the Graded FMCG List, indicating it can be consumed freely without concern about health conditions?

Is the product on the Complementary FMCG List indicating it needs sensitized consumption?

Do you have safe mechanisms to select or consume the product according to use, priority, dosage, select timing or frequency (even if you suffer from failing eyesight, or cannot read)?

Can you get your product reviewed by a FMCG Call Centre or Advisory ?

Do you know of how to return or dispose of the product when it is not needed?

Notes

Excerpts for HGI Delimiters