

Process Map

New Rule Published to Product on Shelf

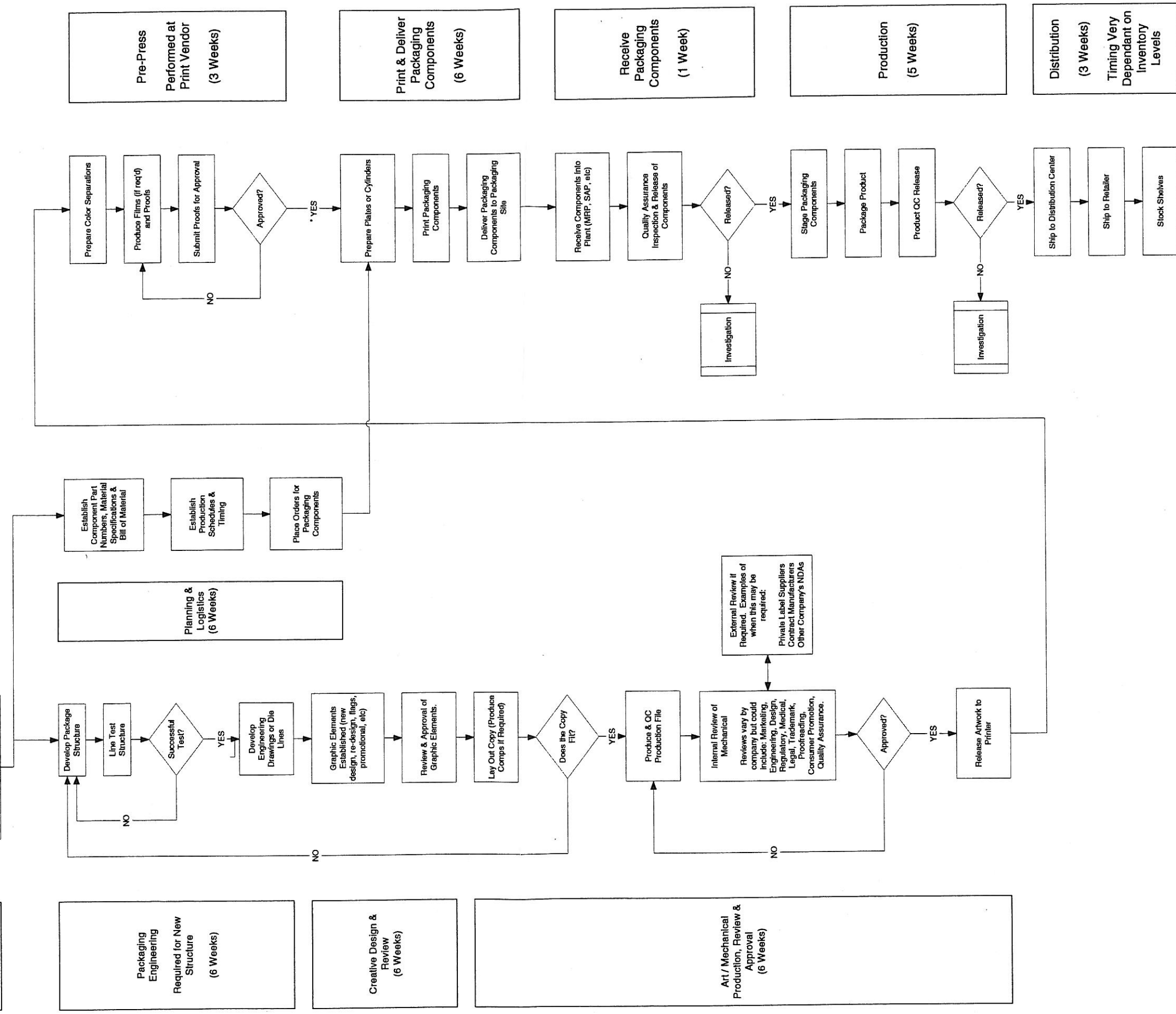
New Rule Published in Federal Register

Regulatory Affairs analysis communication of effect.

Regulatory Affairs publishes direction for labeling (ie. Manuscript)

Request & Receive Approval for Spend

Change Requirements Communicated (4 Weeks)



Pre-Press Performed at Print Vendor (3 Weeks)

Print & Deliver Packaging Components (6 Weeks)

Receive Packaging Components (1 Week)

Production (5 Weeks)

Distribution (3 Weeks)
Timing Very Dependant on Inventory Levels

Packaging Engineering Required for New Structure (6 Weeks)

Creative Design & Review (6 Weeks)

Art / Mechanical Production, Review & Approval (6 Weeks)

External Review if Required. Examples of when this may be required:
Private Label Suppliers
Contract Manufacturers
Other Company's NDAs