Short-Wave Near-Infrared Spectroscopy of Milk Powder for Brand Identification and Component Analysis. By Wu et al., page 939. To maximize profit, some underground manufacturers produce inferior milk powders and others mix brands. These behaviors badly infringe on the rights of consumers, and have caused death and illness because of malnutrition. Thus, a fast and accurate analytical method is needed to determine brands and qualities of milk powder. Chemical and physical assessments are time consuming, destructive, costly, and complex. Our results demonstrate that near-infrared spectroscopy is promising for the fast and reliable determination of brand and main components in milk powder.