

Nestlé

Peter Brabeck-Letmathe
CEO
Nestlé S.A.
Avenue Nestlé 55
CH-1800 Vevey, Switzerland
Tel: +41 21 9242111
Fax: +41 21 924 2813
Website: www.nestle.com

Products include:

FORMULA:

Aletemil, Alfaré, AL110, Carnation Alsoy, Carnation Follow-up Soy, Alprem, Aletemil HA, Bear Brand, Beba, Beba HA, Beba Pre, Beba Sensitive, Carnation Good Start, Carnation Follow-Up, Lactogen, Guigoz, Nan, Nan AR, Nan HA, Nan Soya, Pre Nan, Nestogen, Nidal, Nidina and Pelargon.

COMPLEMENTARY FOODS:

Alete, Alete HA Brei, Baby Menu, Cerelac, Nestlé Cereal, Nestlé CHE, Nestlé Legumes, Nestlé Bubur Susu, Nestlé Rice, Nestum, Nestlé Prima Infanzia.

Logos & Icons:

Nestlé's trademark family of birds have been fattened up and have now become an icon on formula labels and gift items.



Another new icon, Blue Bear, has invaded hospitals and shops around the world. Blue Bear is conspicuous on all promotion for complementary foods and has become an instantly recognisable mascot even without the company name.



Nestlé claims to be the world's largest and most diversified food company, marketing its products in almost every country in the world. It has grown in the Americas and in Europe, mainly by buying up smaller food companies, by joint ventures and take-overs. In 1985 Nestlé acquired Carnation to win a share of the lucrative US baby food market. Later it bought the Wyeth division of baby foods in Canada.

In Asia, there are fewer companies to take over but Nestlé expects to grow faster on its own steam. At a press meeting in 2003, Nestlé pointed to the 2.4 billion consumers in China and India combined and said it counted on China to become the company's biggest market. Indonesia with 220 million people is a big third in Nestlé's planning.

In terms of product development, Nestlé was quick to have seen the potential growth of 'functional' foods compared to 'normal' foods. "Functional food", Nestlé researchers say, "provides a specific health or performance benefit over that of consuming a normal healthy diet" (sic). Its market grows at about 9% per year, versus 2% for 'normal' food. Instead of creating new brands, Nestlé has been adding a claimed health benefit to existing products and portrays those benefits through branded active ingredients or 'logos' such as "Prebio 1" or "Omega Plus", "Comfort Proteins" and "Bifidus".

In consumer reports, shareholder publications and in reports to the WHO, Nestlé claims to abide by the International Code. Evidence in this report once again shows otherwise. The consumer Boycott of Nestlé products continues in some 20 countries aiming to force the company to fulfill its pledge to comply with the Code. As a first step, Boycott organisers have asked Nestlé to accept that the Code and Resolutions are minimum requirements for all countries. The company refuses to do so.

In 1999 the UK Advertising Standards Authority ruled against Nestlé's claim that it markets infant formula 'ethically and responsibly'. In 2000 the company refused to attend a European Parliament hearing into its marketing of baby foods. In January 2004, the UK Trading Standards Office asked retailers to stop displaying and selling US parenting magazines containing advertisements for infant formula, including Nestlé brands.

Nestle's interpretation of the Code restricts the scope to infant formula and follow-on formula by the same brand name. Even under this very limited interpretation, Nestle 'breaks the rules' as demonstrated by evidence in this report. See Section 1.

Where national measures are inadequate or have expired, as is the case in Armenia and Thailand, Nestle and other companies are quick to return to aggressive and competitive marketing tactics, including free formula supplies to hospitals, samples for mothers, media advertising and seducing health workers with gifts. They only abide by the Code grudgingly when forced.

In September 2001, Nestlé claimed it supported the WHO recommendation of exclusive breastfeeding for six months and would "change labels of complementary foods, including infant cereals and jarred baby foods currently marketed between 4 and 6 months" in more than 150 "developing countries."

**Violations by Nestle have been divided into two sections:
Formulas and Complementary foods.**

Nestle and six months exclusive breastfeeding

Health campaigners have long been concerned about the promotion of products which encourage early weaning. In 1994, the World Health Assembly passed a Resolution calling for action on "*fostering appropriate complementary feeding practices from the age of about six months ... emphasizing continued breastfeeding ... and frequent feeding with safe and adequate amounts of local foods."* This means that complementary foods should not be promoted for use before the age of six months and that local foods can be an adequate complement to sustained breastfeeding.

Because there was little action, in 1996 the World Health Assembly repeated its call and urged that "*complementary foods are not marketed for or used in ways that undermine exclusive and sustained breastfeeding*". Finally, in 2001 the Assembly issued another recommendation on "six months" and only then Nestlé, as the market leader, announced that it would comply.

In April 2003 the company announced that it had "*completed label changes on complementary foods to follow the six-month recommendation*". During their general monitoring, IBFAN observers have checked the age recommendations of all companies and provide evidence that the change promised by Nestlé finally occurred in many countries but not in all. See Section 2 for continuing violations.

It is hoped that Nestlé will abandon its double standard and apply the change in all countries, reflecting the universality of the Code and subsequent Resolutions. Other companies would have to follow suit if Nestlé continues a decisive leadership role.

However, at the end of 2003, Nestlé gave a large grant to the American Academy of Pediatrics (AAP) to pay for the cost of sending the AAP 2004 Pediatric Nutrition Handbook for free to over 50,000 doctors. The Handbook reverses AAP's 2000 endorsement of "six months exclusive breastfeeding" by going back to the old "4 to 6 months." The Handbook mentions "4 to 6 months" several times but has only one footnote to say that the AAP Section on Breastfeeding favours the 6-month recommendation. Double standards once again?

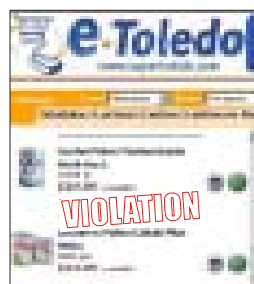
Section 1 – Promotion of formulas

Promotion to the public

► **Article 5.1** of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.

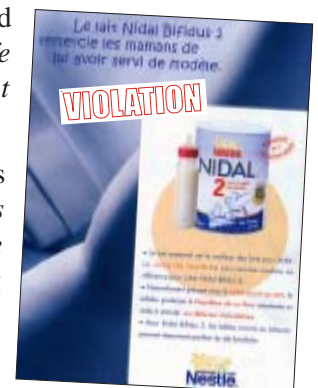
► **Article 5.2 and 5.4** of the Code prohibit companies from giving samples and gifts to mothers.

- In Argentina, a Nestlé distributor uses the Internet (www.etoledo.com.ar) to promote sales of **Nan 1** and **2**, **Nidina** and Nestlé cereals. The text includes an idealising statement which claims **Nan 2** is a "maternalised milk". ►
- Nestlé gives free samples of **Nan 1** in Bulgaria.
- A magazine ad in Lithuania promoting **Nan 2** shows an infant hand reaching for support from an adult. ►
- In Switzerland, an advertisement *Baby Nutrition from Nestlé* in a supermarket magazine promotes **Beba 2** and other products and states that parents can be assured



"...that their child gets, at any step of his development, the nutrition precisely correspondent to his needs. From milk formulas to the delicious little complete menus...". There is a picture of a happy mother and child.

- A parent's magazine in Luxembourg advertises **Beba Sensitive** special formula with the claim that "*Beba is nearly lactose free and suitable for infants who are sensitive to lactose*" and the product gives "*the safe feeling to make the right choice*." ►
- A French magazine ad says "*Nidal Bifidus 2 thanks mothers for being the model*" thereby equating its formula to mother's milk. ►



Nestlé maintains a US web site: verybestbaby.com

- It promotes **Good Start** formula with the slogan "*It's the Good Start that will last a lifetime*."
- The baby formulas section claims its **Good Start** "*Comfort Proteins*" are gentle on a baby's tummy and are "*patterned after breastmilk*" containing the "*recommended levels of fat, carbohydrates, vitamins and minerals for baby's first year*."

- The section on “*Choosing a Formula For Your Baby*” idealises bottle feeding by suggesting that “*bottle feeding offers another opportunity for you and other family members to comfort your baby*”. The section ends with a promotional message “*When choosing a routine formula for your newborn, consider iron-fortified Nestlé Good Start Supreme DHA & ARA*”

- **Nan 2** is promoted as Royal feeding in a clever ad in *Kinderen* magazine, Netherlands. “Royal feeding” in Dutch “*Vorstvoeding*” is only one letter away from *Borstvoeding* (breastfeeding). The ad appeared one month after the birth of a princess in the Royal Dutch family. ▶



The ad says “*you don’t need to be a successor to the throne to be fed in a princely way.*” “Nestlé. For all little princes and princesses.”

N.B.–Like in other EU countries, the Dutch law is weaker than the International Code and allows for advertising in publications specialising in baby care. The International Code does NOT permit this. Nestlé’s own Instructions forbid promotion of follow-up formula when the brand name is the same as the infant formula name.

- In an amazing flyer obtained on a city bus in **Gaborone, Botswana**, Nestlé violates every article of the Code by showing that it does not! ▼



* Upon complaint, Nestlé claims that these leaflets were used to “educate their distributors and salespeople in South Africa.”

- In Thailand, Nestlé gives out samples like **Lactogen 1** and **Nan 1** to mothers at home. Samples of **Bear Brand** follow-up formula are given to mothers in an introduction scheme where mothers are asked to provide their friends’ contact information to Nestlé.

Promotion at point-of-sale

▶ **Article 5.3 of the Code bans promotional devices at the retail level.**

- In Armenia, there are special displays of **Nan**. Posters of the blue bear logo have the slogan “*Start with the best.*” ▶



- In Malaysia, **Nan 2** sold out quickly when promoted as a special offer. ▶



- Nestlé promotes **Nan HA 1** and **Nan 1** by organising special sales in Taiwan. ▶



- In Indonesia, a display of **Nan** products is prominently set up near the entrance of a shop in Solo.

- Nestlé sends sales reps to shops and supermarkets in Fuzhou, Nanjing and Wuhan in China to promote **Nan** and **Lactogen**.

- Fortnightly, Nestlé representatives leave promotional materials on **Nan** products at a pharmacy in San Cristobal in the Dominican Republic. Employees receive free samples for themselves and to pass on to customers.

- In Indonesia, Nestlé promotes **Lactogen** and **Nan** through salespeople in pharmacies in Gowa and Sidoardjo. It also offers discounts to customers buying **Nan 1** in shops in Surabaya.

- In Thailand, Nestlé gives out samples of products like **Lactogen 1** and **Nan 1** to mothers in shops.

- A supermarket magazine in Switzerland promotes a range of Nestlé formulas and complementary foods such as **Beba 2** and **Beba 2 HA** and jarred foods all recommended as suitable from four months. ▲



Promotion in health facilities: samples and supplies

► **WHA Resolution 47.5 (1994)** urges an end to free or subsidised donations of products to all parts of the health care system.

- In the Chinese provinces Fujian, Nanjing and Jiangsu, Nestlé donates unsolicited infant formula **Nan 1** to hospitals including Baby Friendly ones.
- In Argentina, mothers receive free samples of **Nan Soya** in health facilities.
- In Armenia, two 450 g tins of **Alfaré hypo-allergenic formula** marked “*sample for professional evaluation*” are routinely given to each patient in a resuscitation unit. Doctors fill up request forms but no evaluation is conducted. ►
- In the Dominican Republic, Nestlé representatives provide free infant formula for display in clinics which the paediatricians will then prescribe to mothers. In one clinic, mothers received **Nan 1** infant formula from nursing staff in the perinatal room and also **Lactogen**, **Nestogen** and **Nestlé Cereals** elsewhere.
- In Peru, Nestlé offers supplies of **Nan**.
- In Indonesia, Nestlé is reported to have donated supplies of **Nan 1** and **Lactogen 1**, either:
 - ❖ unsolicited
 - ❖ or upon request of health workers
 - ❖ or as a sale without collecting payment
 - ❖ or at a hefty discount.



New mother with Lactogen 1 sample in Indonesia

In Thailand,

- Nestlé provides health facilities with free supplies of **Lactogen 1**, **Nan 1**, **Nan HA** and **Bear Brand** follow-up milk. ►



- it actively promotes **Nan 1** and **Lactogen 1** to pregnant women and mothers in health facilities; mothers are given samples purportedly to ‘help them save money.’
- it distributes **Lactogen 1** and **Nan 1** and gift packs through obstetricians, paediatricians, nurses and general health workers who pass them on to mothers. ►
- it recommends the use of its products by distributing promotional materials and samples, offers services and gifts such as special classes on infant feeding and video tapes on pre-natal care such as “*Guide for expectant mother*” to promote company loyalty among women at a time when they are making infant feeding decisions.
- it persuades pregnant women and mothers to fill in forms with their contact information and expected delivery date so that specific product promotion can be mailed out at appropriate stages. Health facilities are asked to distribute samples and sign-up sheets to mothers.



Gifts to health workers

► **Article 7.3** provides that there should be no financial or material inducement, to promote products.

- In Colombia, Costa Rica and the Dominican Republic, gifts such as mouse pads, diaries, clocks, prescription pads and stationeries, all with the Nestlé name and logo, are distributed to health workers.
- In Germany, Nestlé provides health workers with information records used for the transfer of newborns during emergencies. The **Alete** brand logo appears at the bottom of the sheet with the slogan “*All the best for your child*”.

In Armenia,

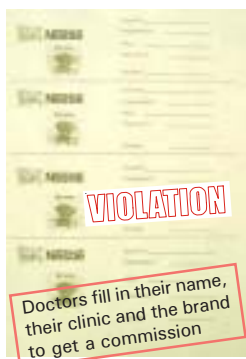
- Nestlé distributes “Love my mom” baby suits to poly-clinics and maternities. ▶



The Nestlé Blue Bear mascot is positioned in such a way that the slogan reads “I love my Nestlé mom”

- Promotional leaf-lets on **Nan** are distributed to poly-clinics and then passed on to mothers.

- Nestlé distributes prescription forms to doctors in clinics in Armenia. The prescriptions are given to mothers to take to pharmacies where they purchase whatever Nestlé product is prescribed. Doctors then get a commission, reportedly about 10% of the sale. ▶



A similar scheme is said to be operating in Bulgaria where the commission is said to be 7%.

- In Indonesia, Nestlé distributes posters, diaries, calendars, stationery and materials on infant care and nutrition to health facilities



Nestlé desk calendar implying medical endorsement

which are displayed in waiting rooms, nurseries and doctors’ offices. Many of these materials contain promotional pictures and text for products such as **Nan and Lactogen**. Nestlé also provides gifts for distribution to mothers. Gifts vary depending on which class mothers are warded in.

- Nestlé in Nigeria gives out notepads to health workers. Each page reminds them of the Nestlé name and logo with a caption promoting the company as “...the experts in nutrition.” ▶



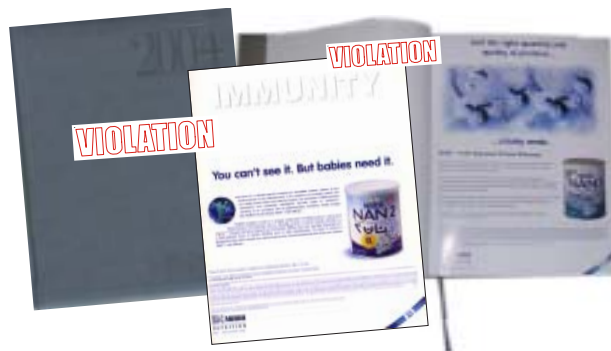
- In Serbia and Montenegro, Nestlé distributes table calendars as gifts to health workers.
- Nestlé wall clocks are displayed in a South African health facility.

- Nestlé distributes many gifts to health workers in Thailand which feature the company name with and without the logo of the ‘fatted birds’ – organisers, booklets and growth charts, pregnancy cycle cards, candles, paper holders, toys, bags and pens. ▼



Gifts to health workers in Thailand

- In the UAE, Nestlé distributes every year expensive desk and pocket diaries to health workers. ▼



The inside pages of the 2004 diaries promote **Nan 1, Nan 2, Cerelac** and **Neslac** in the UAE

- In Venezuela, Nestlé distributes aprons with the company name and logo to nurses and other workers in paediatric wards. ▼



Nestlé apron worn by a health worker in Venezuela

Labelling

► **Article 9** of the Code requires labels to *NOT discourage breastfeeding and to inform about the correct use of the product and the risk of misuse.*

In most developing countries, Nestlé's formula labels comply with the Code to a large extent although they use small print for the required warnings. Several, however, do violate Article 9 by comparing the product to breastmilk and by using idealising statements such as:

- In China, **Nan 1** labels say "Choose quality food, choose Nestlé" and claim that the product is close to breastmilk. **Nan 1** is idealised by the claim that its low phosphorous content helps calcium absorption and promotes the growth of Bifidus bacteria. ►



- The **Nan** label in Finland claims that it "can be used from birth as an addition to breastmilk or to substitute it" and that the "amino acid composition of the product has been renewed... able to reduce the amount of protein which is now closer to the protein level of breastmilk".
- In Mexico, Nestlé's **Nan 2** label and in Peru **Nan 1** claim the product have "new improved protein efficiency from start."
- In South Africa, the **Lactogen 1** label suggests the product has the same benefits as breastmilk with the claim that it "has all vitamins and minerals required by an infant for growth and development."
- The **Pelargon** label in Tanzania promotes its higher acidic content as being able to aid digestion.

Nestlé occasionally fails to comply with the local language requirement on infant formula labels. In some cases, there is inaccurate translation. For example:

In Armenia,

- the **Alfaré** label has instructions in 13 languages and translation is inconsistent. For example the statement: "Semi-elemental formula with low osmotic activity" in Russian reads as "semi-elemental formula with low asthmatic activity" in Armenian.
- Translation is also inconsistent on the **Nestogen** label. In Russian, there is a statement that breastmilk is the ideal nutrition for a "newborn", meaning a baby below one month, while in Armenian breastmilk is said to be ideal for a "baby".

- Labels on **Pre Nan, Nan Hypoallergenic 1,** and **Pelargon** in South Africa are only in English without the local languages as required by the Code.
- Nestlé's **Nan 1** label in Zimbabwe which originates from South Africa is not in the two main local languages which are chiShona and isiNdebele.
- **Nan** and **Nestogen** products in Armenia and Georgia carry images of a large feeding bottle on the label, thus promoting the culture of bottle-feeding. (bottles on labels are only allowed for illustrating the method of preparation). ►



Misleading text and pictures which violate the Code

- **Article 4.2** requires all information material to advocate for breastfeeding and not contain pictures or text which idealises the use of breastmilk substitutes.
- For health professionals, **Article 7.2** of the Code only allows product information which is factual and scientific.

Most Nestlé materials are marked "for the medical profession" but they fail to meet the criteria set down under Articles 4.2 and 7.2. The following are examples of materials which fail to meet the mark and are often supplied in bulk and thus made freely available to mothers.

Argentina

- Advertisements in professional journals and leaflets promote **Nan** as "the most complete, balanced and safe range of infant formulas" and "... closest to mother's milk, at lowest price", "nutritive and natural as your love" and "the most economic starter formula". ►



Booklets and brochures for doctors proclaim that breastmilk is best for babies and the warnings about the hazards of bottle feeding are there – in tiny print! – so legally, Nestlé complies with the Code. In practice, promotion dominates by far.

- A **Nan 2** promotion "Nutritionally superior to cow's milk" while **Nan HA** says "Infant formula which prevents allergy". ►



- At a paediatric congress, a Nestlé poster and an advertisement in a scientific journal both claim (liquid) **Nan** is “*The most intelligent choice when it is necessary to replace breastmilk; so intelligent that it even prepares itself.*”



VIOLATION



▲ “My first CD” with songs from The Beatles and sounds of laughter of little babies. This CD was distributed at the Argentinean Paediatrics Congress. Inside the case is a coupon to request info about Nestlé’s products for babies.

Huge packshots dominate the congress. ►



Armenia

- A leaflet found in a paediatric hospital claims **Nan** is a fully adapted infant formula and is close to human milk in content and digestibility.
- **Nan** leaflets – *Nan: New with improved quality of proteins* and *Nestlé Nan Acidophilic* - distributed to health workers at a Nestlé conference make broad claims comparing the product with breastmilk and compare the growth of the breastfed child with one who is fed new **Nan**. There are statements which claim that **Nan** promotes formation of bones, brain development and visual acuity.



Promotion for health workers in Armenia

- A Nestlé Nutrition booklet in Russian promotes the full range of Nestlé infant formula, **Nestogen, Nan, Alsoy, Alprem** and **Alfaré** with a summary of micro and macronutrients added to the products making them closer to breastmilk, closer to nature and fully replacing breastmilk.

Botswana

- An 8-page booklet found in a Botswanan hospital proclaims that “*Growing up is Thirsty Work*” and promotes **Lactogen 1** “*for the hungry full term infant*” and **Lactogen 2** as “*specifically adapted to the needs of infants on complementary food*” and “*high in bioavailable iron.*”



Warnings on back page in small print

- A leaflet *37°C in the shade* claims that by using **Pelargon** “*diarrhoea and its side effects are counteracted*” but fails to explain the risks involved in artificial feeding where water is unsafe.

China

- A leaflet in a Chinese maternity ward, *Nan healthy baby, the future will be even brighter* claims that **Nan 1** is the only formula that is low in phosphorus and closest to breastmilk. The background is similar to a **Nan** label. ►
- Another Chinese leaflet with a similar picture asks “*Why the Nan baby’s bottom is not red?*” Two of the babies suffer red bottoms but the one fed on **Nan** does not, implying that **Nan 2** with Bifidus can prevent sore bottoms.



- An advertisement in a professional journal promotes **Lactogen 1** and **Lactogen 2** by showing a colourful sketch of children playing accompanied by the slogan “*Look! More and More Lactogen Babies Grow Healthily and Happily*”. The advertisement claims that **Lactogen** is the leading brand in China and uses advanced technology in its manufacture. ★ (see page 60)



- A **Lactogen** leaflet starts with the slogan “*the natural smell of milk and DHA content makes your baby healthy and smarter.*” The same slogan also appears on a **Nan** ▲



leaflet. Nestlé denies it portrays bottle feeding as equivalent to breastfeeding and explains instead that DHA oxidises easily and can develop a fish off-taste and that Nestlé’s manufacturing process ensures the natural taste of milk is preserved.*

- A **Nan** leaflet proclaims that “*raising an intelligent child is no longer an impossible dream*” with **Nan 1** and **Nan 2** and that the Bifidus in **Nan** makes “*excellent baby*”.* ▶



Dominican Republic

- A **Nan** leaflet in the waiting room of a paediatric clinic says that “*the best infant formulas have a composition qualitatively and quantitatively adapted to human milk*”; “*New Nan – optimum calcium phosphorus ratio ... in quantities closer to human milk*”
- A booklet “*Nucleotides in infant nutrition*” given to mothers in clinics states that “*Nan 1 starter formula has added nutrients to cover the needs of the newborn, among them nucleotides*”. The booklet promotes **Nan 1** as equivalent to breastmilk.
- **Nan 1** booklet *Importance of adequate protein ingestion* found in clinics bears the message - “*Breastmilk: high quality protein; Nan 1: the appropriate alternative*”. There are tables comparing **Nan 1** composition to that of breastmilk. It claims that the stool patterns of babies fed on **Nan 1** are similar to those fed on breastmilk.
- A magazine advertisement for **Nidina** follow-up formula says “*Give him all the protection he needs*” and uses a baby picture to promote the use of **Nidina** as of four months.

Georgia

- A **Nan** leaflet found in a doctor’s office claims that its protein, carbohydrate, amino acid and mineral components are close to mother’s milk.

* Too little, too late – pursuant to complaints made to Nestlé China on the materials marked * on this page and on page 59, the company agreed to either withdraw or amend the materials.

- Leaflets promoting **Nestogen** infant formula featuring a packshot of the product and a huge bottle and teat are found in health facilities, shops and pharmacies.



- In **Finland**, a brochure aimed at health care professionals compares **Nan** baby formula to breastmilk. ▶

Germany

- Booklets distributed to health workers at a perinatal conference in Berlin have many phrases discouraging breastfeeding or equating Nestlé products to breastmilk. For example –

- a booklet titled *Allergen-Low Infant Nutrition with Alete* displays a healthy infant on the front page with the motto “*All the best for your child*”.
- booklet for parents has advertisements for **Aletemil HA 1 & 2** and has the **Alete** slogan “*All the best for your child*”. There is a statement claiming that “*Babies need allergen-low nutrition to prevent allergies. If there is not enough breastmilk, Aletemil HA is ... the proven alternative from birth.*”
- A booklet for parents – “*Intensive care unit for infants – advice for parents*” advertises **Alete HA Brei** and features the **Alete** slogan “*All the best for your child*”. Complementary feeding is suggested to start as early as four months.
- A daily nutrition booklet meant for parents recommends the use of **Alete** complementary foods from the fifth month and baby teas from the second week of life.
- A **Beba** booklet claims that it can solve infant colic with its low lactose content.

- A **Beba Pre** leaflet titled “*Nestlé Beba Pre even nearer to the natural model*” equates **Beba** to breastmilk. It also claims to contain proteins “*even closer now to mother’s milk.*”



- A **Beba Pre** booklet uses phrases like “*... history of life-saving Nestlé products*” to catch the attention and confidence of the reader. Text like “*Beba Pre contains nucleotides modelled on breastmilk*” attempts to equate bottle feeding with breastfeeding.

- In **Ghana**, Nestlé reps persuade health workers of a baby-friendly hospital to accept **Lactogen 1** and **2** promotional leaflets on the grounds that HIV+ mothers, orphans, mentally sick or caesarean mothers

would need it. The front of the leaflet shows packshots of **Lactogen 1** and **2**, while under **Lactogen 1** it says “the right choice” and under **Lactogen 2**,

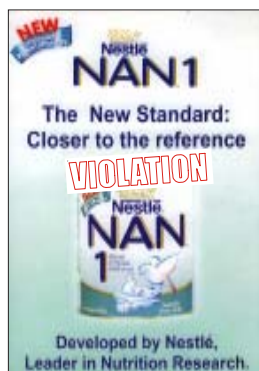


“Two feeds of Lactogen 2 a day provides the daily protection needs of the infant”.

- A booklet titled *I am Breastfeeding my Baby* is endorsed with the statement that it is “Educational materials for mothers for distribution by health professionals only. Presented with compliments of Nestlé.” It contains misleading information on breastfeeding and was stopped from circulation by Ghanaian authorities in June 2003 after complaints by health workers. In March 2004, the booklet, purportedly revised, is back in circulation but still has misleading information particularly on positioning and attachment.



- A six-page brochure—*Nan 1 – The New Standard: Closer to the reference* – in Ghana is portrayed as scientific and factual information for health professionals. It promotes **Nan** as having “a protein content equivalent to the mean density of mature breastmilk and an increased protein quality closer to the nutrient composition of human milk.”



- A leaflet found in a supermarket in Arkhangelsk, **Russia** promotes **Nestogen** and idealises the use of formula with a large bottle printed on the front and back of the leaflet. Packshots of five other products are shown – **Nan**, **Alprem**, **AL110**, **Alsoy** and **Alfaré**.



- A poster displayed in a pharmacy in South Africa – “The Lactogen range, the specialty range and introducing the range of **Nan**” – shows a row of **Lactogen** and **Nan** products.

- A **Nan** booklet found in a doctor’s office in Serbia promotes its lactose-free formula by implying medical endorsement of the product with a nurse’s cap and a stethoscope ‘worn’ by a **Nan** tin.



- Another Serbian brochure entitled *Nan 2 Follow-Up for Older Infants* shows a beautiful picture of a baby’s hand clutching an adult’s finger together with the Blue Bear mascot on a label of **Nan 2**. It could symbolise bonding. It also equates bottle feeding to breastfeeding by stating that “*Nan is the first choice at the right moment*”.



Thailand

- A **Nan 1** brochure claims to have “new improved protein efficiency” and starts with the statement that “breastmilk is best” with a page showing the face of a baby next to another page showing the mother’s breast. The leaflet opens up to symbolically separate the baby from the breast with a picture of **Nan 1** and the statement that “*Nan 1 is closer now than ever ...*”



- A **Nan 1** brochure found in a Thai hospital claims the product “gives valuable nutrients which have complete benefits for baby from birth to one year.” It also equates the product with breastmilk by claiming that “the amino acid profile of **Nan 1** is close to breastmilk and is suitable for the best growth”. The brochure uses the picture of a lovely healthy baby with the caption “add value with quality protein...”.

- A brochure *Protect your baby from allergy* shows a picture of a healthy looking baby with a happy family. The brochure states that if a mother is not able to breastfeed, the risk of allergy in the baby will increase and the alternative would be to use **Nan HA** formula which is similar to breastmilk.

- Other brochures found in a hospital promote **Nan HA** under different slogans such as “Protect your beloved baby from allergy”, “Nan HA: for baby...there’s no risk involved.” All claim to decrease the risk of allergies in a child because of small molecules of proteins which ease digestion and absorption like breastmilk. A statement boldly equates **Nan HA** to breastmilk by stating that “If mother cannot breastfeed, risk of allergy will be increased. The other choice is hypoallergenic formula (HA) which is similar to breastmilk.”
- A leaflet given out at a perinatal conference offers free membership of Nestlé’s *Dear Mom Club* which comes with the promise of programmes for mother and child and free gifts.
- A **Nan 2** brochure, part of a set called *Full of Love from Mother’s Breast* claims that it contains Bifidus BL which promotes body resistance and prevents infection the same way as in breastfed children. Another brochure in this set promotes **Nan HA** as similar to breastmilk with a statement “Breastfed baby and/or Nan HA fed baby can reduce the incidence of skin allergy”. It idealises **Nan HA** with a picture of a healthy baby.
- A leaflet on **Nan HA, Nan 1** and **Nan 2** with a healthy baby picture idealises the use of the products with the caption “Complete nutrition for healthy growth and development”.



A selection of the many information materials for health professionals in Thailand – they are not restricted to scientific and factual matters.

- Numerous copies of a leaflet found in a waiting room of a community health centre in **Trinidad and Tobago** describe the “unique characteristics” of Nestlé’s soy-based **Carnation Alsoy** - “nutritionally complete” and **Carnation Follow-up Soy** - “slightly sweeter taste than soy starter which increases compliance in infants”. **Carnation Good Start** is “designed to keep the osmolality similar to breastmilk” producing “stool consistency similar to breastfed infants” and **Carnation Follow-up** is “enriched with vitamins and minerals for healthy growth and development.”



Contrary to what the picture shows, women in the Middle East do not sleep in their head-dress. Guigoz claims credit for the peaceful scene of both mother and baby sound asleep (and far apart).

- In the **UAE**, a brochure for **Guigoz 1** and **Guigoz 2** for the medical profession specifically targets mothers in the Middle East with claims that the improved formula addresses mother’s worries regarding a list of common ailments including “fever, coughs and colds, colic” and “baby not developing normally: weight, walking and talking, etc., baby not sleeping well”.
- A leaflet on Nestlé **Carnation Follow-up** formula in Trinidad and Tobago claims that the product is a “nutritionally complete baby formula specially formulated for babies 4 months of age and older to ensure active babies’ needs for calcium” and although “starter formulas are adequate for the first year, ...Follow-up provides extra nutrition insurance”. “Priced to save parents up to 20% compared to *Enfamil* (Mead Johnson) and *Similac* (Abbott-Ross)”, it “helps promote the continued use of an iron-fortified formula throughout the first year of life”.

- Nestlé promotes **Lactogen 1** by distributing a four-page card leaflet in health facilities in **Vietnam**. This leaflet has packshots of **Lactogen 1** with ‘rays’ emanating from a can and arching towards the baby’s brain, bones and body implying the product is beneficial to the baby’s growth and development.



Section 2 – Complementary foods promoted as breastmilk substitutes

In September 2001, Nestlé announced its support for Resolution WHA 54.2 (2001) which recommends exclusive breastfeeding for six months. The company promised to change its labels in more than 150 developing countries although the Code and subsequent resolutions apply universally. Nestlé's initiative, however was welcomed as it showed goodwill and leadership over other companies which so far have ignored the need for label change.

This section shows, unfortunately, that Nestlé was slow to fulfill its promises. Monitors in a dozen countries still found many labels and ads with the four-month recommendations which undermine exclusive breastfeeding. The evidence recorded here is based only on reports after Nestlé's April 2003 announcement that it had "completed the change."

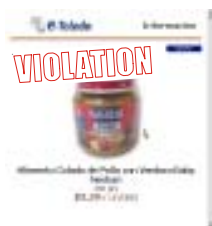
For reasons of space, we are not reporting on the great number of pre-April 2003 violations of complementary foods promoted as breastmilk substitutes.

Promotion to the public

▶ **Article 5.1** of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.

▶ **Article 5.2 and 5.4** of the Code prohibit companies from giving samples and gifts to mothers.

- In Argentina, Nestlé promotes sales of formula and complementary food through (www.etoledo.com.ar). Nestlé purees are promoted as suitable for use as of four months and Nestlé cereals do not have any age recommendation. (30 Oct 2003)



- In shops in Botswana, **Nestum** cereals labelled from four months are sold at a discount and advertised in weekly special sales flyers as newspaper inserts, hand-outs in stores, to homes and on the streets. (Aug 2003). By Jan. 2004, Nestlé cereals in Botswana were still labelled at four months.

In Bulgaria

- An advertisement in a magazine shows a happy couple with their baby on a beach with a pack shot of **Baby Menu** recommended for use from four months (April 2003).▶



- Another magazine advertisement shows a toddler and a whole range of eight Nestlé foods: three are recommended from four months and a partially hidden one is labelled from three months. (June 2003)

- In **China**, label changes took effect mid-2003. Even so, in August 2003, an advertisement in a scientific journal shows 15 very young babies (below six months) competing in a global baby competition and with the winner being a baby fed on cereals under the Nestlé Nutrition Plan.



Upon complaint, Nestlé China argues that it is allowed to advertise to health professionals (companies are only allowed to provide factual and scientific information) but agrees nevertheless not to continue with the ad.

In Hong Kong

- Blue Bear stickers with packshots of "Infant Cereal Rice" and "Infant Cereal Milk" both labelled for use from four months onwards are distributed at the Hong Kong Baby Products Expo (Aug. 2003).



- Coupons with an attached application form to join the *Nestlé Caring BB World* are found in Hong Kong. Upon submission of the form, a free bib bearing the name of the baby is given as a gift. Cereals in Hong Kong are marketed for use at four months (Aug. 2003).▼



- A leaflet in Hong Kong entitled *The Nestlé Nutrition Plan* promotes “*The New Improved Formulation of Nestlé Infant Cereals*” from “*Stage 1*” (from four months) “*so that your baby always gets the right nutrition at the right moment of development*”. The Blue Bear mascot is featured with a bowl of cereal. (July 2003) ▼



- Nestlé set up a stall at a Baby/Children Products Expo in Hong Kong to give out coupons which indicate that products are sold at special prices at the exhibition. When mothers fill in forms attached to the coupons they may select to receive samples of Nestlé Cereal recommended for use from four months or Neslac growing up milk. (Aug. 2003)

- A community service billboard in Indonesia reminds mothers to send their babies to the community health centre and at the same time, advertises Nestlé milk porridge at four months with the slogan “*Growing Moments, Nestlé Moments*”. (April 2003) ►



- A 24-page booklet delivered to Italian homes presents Nestlé ready-to-use complementary foods many of which are recommended from four months (April 2003). ►
- In Italy, Nestlé sends out gift boxes of Nestlé Cereals or Nestlé Prima Infanzia purees by mail to mothers. These gift boxes contain a



“Dear Mom” letter emphasising the need to start baby on complementary foods, either cereals or purees, as of four months. The letter fails to mention the importance and benefits of exclusive and sustained breastfeeding. The gift pack also

contains a discount booklet with eight coupons worth a total of €4. (April 2003)

- In pharmacies in Milan, Italy, Nestlé aggressively promotes their **Nestlé Prima Infanzia** products through the use of special displays, piles of promotional materials which encourage the use of the products as of four months, special occasion leaflets, special sales, discounts and shelf-talkers. (June 2003)

- A Lithuanian magazine ad offers a free pair of Nestlé Blue Bear socks in exchange for a Blue Bear cut out from Nestlé cereal boxes. Some of the products are recommended from four months onwards. (April 2003) ►



In Malaysia,

- Free sample of Nestlé Rice Cereal recommends the products as suitable for use as of four months of age. (Nov. 2003)

- Shelf talkers promote Nestlé Rice Cereal in supermarkets with the slogan “*Nestlé Baby Cereal, weaning babies for generations.*” Label indicates four months. (April 2003) ►



In Serbia,

- An advertisement in a Serbian magazine recommends weaning with Nestlé Rice Cereals from four months. (July 2003)

- A leaflet headed “*Nestlé: Why compromise when it's the question of baby's growth?*” found in a Serbian shop advertises complementary foods from four months with packshots of jarred foods and a picture of the Blue Bear carrying a sign with a big ‘4’ on red background. (July 2003) ►



- A magazine advertisement for cereals with the same slogan induces mothers to submit their particulars on coupons which entitle them to receive free bibs from Nestlé. (July 2003)

- A **Nestum** Blue Bear leaflet from Trinidad and Tobago talks about introducing cereals from six months but one of the packshot labels has a four-month recommendation. (Nov. 2003) ▶



- In Serbia where cereals are labelled for four months, a pharmacy gives out Blue Bear car stickers to mothers. ◀

Promotion in health facilities

▶ **WHA Resolution 47.5 (1994)** urges an end to free or subsidised donations of products to all parts of the health care system.

- In the Dominican Republic, mothers receive free samples of **Nestlé Cereals** in health facilities (July 2003).



- In Indonesia, Nestlé put up a signboard for a maternity in Indonesia which features the names of Nestlé and the **Cerelac** brand at the entrance of a health facility (April 2003). ◀



- A prescription pad in a United Arab Emirates hospital shows pack shots with check boxes and recommends cereals and other complementary foods from four months (Nov. 2003). ▶

Labelling

▶ **WHA Resolution 54.2 (2001)** advises exclusive breastfeeding for 6 months which means that the recommended age for use of complementary foods cannot be under 6 months.

- **Nestlé Prima Infanzia** puree label in Italy recommends it for babies from the age of four months,

before complementary foods are necessary. **Nestlé's** Blue Bear features on different types of puree. **Nestlé non-milk cereal** label advises that “milk feeding, preferably with breastmilk should continue as long as possible” but recommends the product for babies from four months. (April 2003)



- **Nestlé CHE** cereals in China are recommended for four months and show a large baby picture on label. (May 2003) ◀

- In Malawi, the **Nestum** label carries the age recommendation of four months. (July 2003)

- **Nestlé's** infant juice labels in Switzerland recommend the product for babies from four months. There is a special coupon on the label for collection of “bear points” in exchange for special offers. (July 2003)

- In Vietnam, **Nestlé fruit purées** are labelled as suitable for use from four months. Text on the carton is in French but a sticker in Vietnamese pasted over the bottle's label shows only the composition of the product. (Oct. 2003)



- Similarly, **Nestlé fruit purée** label in Indonesia is packed in a cardboard carton with mainly French and English texts. Worse, the cardboard packaging recommends use from six months but the bottles inside the packaging have labels which recommend four months. (Aug. 2003)





“four months” on its way out ... Blue Bear comes in

The Blue Bear mascot for Nestlé’s complementary foods is quickly finding its way into neonatal, maternity and paediatric wards to promote brand recognition and tempt parents to introduce complementary foods early. Several ads address new mothers.

Promotion in healthcare facilities

- Nestlé gives out ball-point pens with the Nestlé name and the Blue Bear mascot to health workers in Armenia. The Blue Bear icon promotes Nestlé’s cereal products.

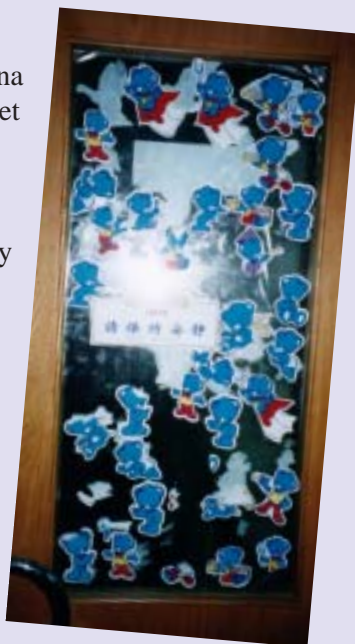


- Many maternity and paediatric hospitals in China have notice boards on infant care and feeding. Those sponsored by Nestlé sport conspicuous Blue Bears.



The ubiquitous Blue Bear in a variety of poses adorn boards like this in Chinese hospitals

- Unsuspecting health professionals in China were glad to use sheet after sheet of Blue Bear stickers on paediatric doors and neonatal walls totally unaware that these decorations were clever advertisements for complementary foods which their little patients would not need for at least six months or never. (WHO recommends home-made complementary foods out of local ingredients).



Blue Bear stickers cover the entire glass door to a neonatal ward.

- In Malaysia, Nestlé distributes stacks of notepads to health facilities with company name and Blue Bear mascot in various poses.



UAE hospitals receive three-dimensional embossed Blue Bear calendars.

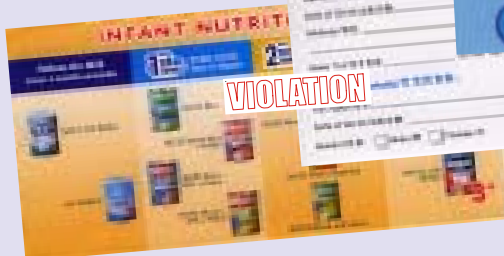
- Nestlé distributes large Cerelac calendars to health facilities in the UAE and Russia where Blue Bear features as a common denominator. Various packshots promote products. Cerelac is described as “a spoonful of love.”



- Free 15gm sachets of infant cereals recommended for use from four months are at the reception of a clinic in Malaysia. There is no limit to the amount that can be taken by patients. Nestlé representatives also visit antenatal classes and distribute door gifts comprising samples and pamphlets of Nestlé Cereals.

- A card “An Invitation to all New Mothers” found in a Singaporean clinic offers mothers to enrol in Nestlé’s *Infant Nutrition Plan*; it requires contact information of mother and baby’s birth details.

It promises a free sample upon enrolment and promotes Nestlé products including four cereals recommended for four months.



VIOLATION



Nestlé Baby News website (top)

- Nestlé gives mothers an introductory copy of *Nestlé Baby News* magazine in maternities in Switzerland and sends updates and promotions by mail. The magazine advertises its website which shows a banner of Nestlé baby services and Blue Bear links to Nestlé’s website.



VIOLATION

- Found in a doctors cabinet in Georgia, a guide for mothers shows pictures of an infant being spoon-fed and a mother bottle-feeding her baby. Blue Bear wearing a bib reminds her of Nestlé cereals. The text discourages breastfeeding “If you can’t breastfeed your baby, use specialised infant feeding products, which are very close to breastmilk.”



VIOLATION

- A leaflet distributed at a paediatric conference in Lithuania promotes the use of all Nestlé products except for infant formula. Many Blue Bear cereals, purées and juices are recommended from four months.



VIOLATION

- A leaflet *When Life's Appetite is On the Rise*, found in a doctor’s office in Serbia, features a child’s impression of Blue Bear. An ‘actual’ Blue Bear is pictured on the front while on the back page is a feeding table advising complementary feeding from four months. ▲



VIOLATION

- A leaflet in a Macedonian doctor’s office shows a range of Nestlé cereals recommended for use at four months. Other products on the leaflet includes fruit juices and purées.