

# Humana

## Evidence of violations of the International Code of Marketing of Breastmilk Substitutes and subsequent resolutions

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### PRODUCTS INCLUDE—

**Infant formula:** *Humana Anfangsmilch Pre, Baby fit 1, Humana 1, Humana 0-HA, Humana Apfelmilch Humana VLB, Humana HA, Lasana*

**Follow-up formula:** *Dauermilch Baby fit 2, Humana Folgemilch 2, Forgemilch 3, Humana 2, Humana 3, Humana HN*

**Complementary food:** *Fruit-flavoured milk cereals, Amorosa, Humana SL, HA Brei cereal*

**Other products:** *Humana Baby Water, Humana Baby's Belly Tea, Sweet Dreams tea, Fennel tea with caraway, Herbal tea, Fruit tea, Nursing tea*

### LOGOS & ICONS—



*Inadequate quality control and anti-competitive practices are not the only Humana shortcomings. Its cow's milk based formula is called "Humana", misleading consumers into believing it is somehow made "human". The terms "humanised", "maternalised" or similar ones are banned by the Code. Sri Lanka blacklisted Humana for this reason some 15 years ago.*

The product finder below on the Humana website enables mothers to find the full range of Humana products complete with promotional text at the click of a mouse—from pre-term to after 1 year.

	pre-term	after week 1	after one month	after two months	after three months	after one year	after two years
Formula milk							
Infant cereals							
Baby water							
Lactose							
Hypocallergenic infant formula							
Lactose intolerance							
Therapeutic diets							
Tendency to regurgitate							
Tea							

**H**umana GmbH belongs to the Milchunion group of companies, a dairy cooperative with more than 600 milk suppliers. Since 1950, Humana baby foods are produced in Herford, Germany, and the company is now Germany's second biggest producer of milk products. It has subsidiaries in Italy, Spain and Portugal and its company motto is "Out of love for our children". This lofty ideal took a knocking when in November 2003, fifteen babies fell seriously sick in Israel as result of thiamine (Vitamin B1) deficiency associated with the use of Humana's kosher soy-based infant formula Remedia Super Soy 1. Two of the babies died, others were impaired for life.



Humana product developer Dr. Ute Kramer holding up a can of Remedia Super Soy.

In 2004, Humana paid an undisclosed amount (reported to be US\$16 to US\$22 million) to the affected families. It was Israel's largest and speediest settlement in a negligence suit against a manufacturer.

In 2005, Milte Italia SpA, a subsidiary of a Spanish company owned by Humana was fined €198,000 after Italy's antitrust authority found it guilty of price-fixing activities where it set unjustifiably high prices for its products in Italy.

In 2007, Milte again landed itself in trouble when Italian antitrust authorities, at the behest of an IBFAN member, took it to court over spurious claims made in the advertisement of two of its products, PiùLatte and Breastbest. See box below.

This PiùLatte advertisement found in Italian paediatric journals, parenting magazines and internet postings claims it is a wonder product which increases breastmilk production by



up to 85%, raising concern about the incidence and severity of breast engorgement if the claim were true.

Milte also claims that another product, BreastBest, has the magic properties of mineral/vitamin integrators and was fined €26,100 for false advertising and forced to withdraw the claims.

Although these products are not breastmilk substitutes, they undermine the natural ability of women to breastfeed. IBFAN Italy called for a withdrawal, not just of the claims, but also of the products.

