

Miscellaneous companies

Promotion to the public

There should be no advertising or other form of promotion of products. There should be no point-of-sale advertising, giving of samples or any other promotional device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, lossleaders and tie-in sales. Marketing personnel should not seek direct or indirect contact with pregnant women or with mothers of infants and young children. (Article 5).



NOVACARE

This **Novacare** 'educational' leaflet on regurgitation, distributed in Malaysian pharmacies, fails to mention the importance of breastfeeding anywhere in its contents. Instead, the leaflet is peppered with promotional mascots like the giraffe, found on the **Novalac** range of infant formula, which incidentally has a formulation for reflux or regurgitation. The leaflet also recommends weaning at 5 months, contradicting the global recommendation for babies to be exclusively breastfed for 6 months.

Article 4.5 of Malaysia's Code of Ethics for Infant Formula Products of 1995 forbids the promotion of infant formula products in retail outlets. This is reiterated in the new 2008 Code of Ethics for the Marketing of Infant Foods and Related Products.



LAILAC

Lailac takes infant formula promotion to the streets in Cambodia by displaying a full range of their products at a stall under a makeshift tent in front of a supermarket. The stall is decorated with

promotional banners making claims that **Lailac** helps mental and physical development; supports brain, body, eye development and height growth. A slogan on the banner (below) says "*Lailac is the mother's only choice*".

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SNOW

Not just a discount. You also get a fork and spoon to go with your purchase of **Snow Brand Smart Baby 2** in Hong Kong.

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.



FRANCE BÉBÉ

This leaflet promotes **France Bébé 2** follow-on formula and **France Bébé** growing-up milk in Cambodia with slogan "*the preferred milk of infants the world over*". The leaflet idealises the product with claims about **DHA**, **Omega 3**, **vitamins** and **minerals**.



FASSKA

In China, **Fasska** the "*nutrition expert for baby*" and "*leader in formula manufacture*" shows how you can stand out in a market deluged with different brands of infant formula products. The company uses a captivating image of a baby surrounded by a 360° "force field" of nutrients, courtesy of **Supramil**. A chart compares the product favorably with breastmilk and other formulas.

Labelling

Labels should provide information about the appropriate use of the product, and not discourage breastfeeding. Infant formula containers should carry a clear, conspicuous and easily readable message in an appropriate language, which includes all the following points:

- a) the words "Important Notice" or their equivalent;
- b) a statement about the superiority of breastfeeding;
- c) a statement that the product should only be used on the advice of a health worker as to the need for its use and the proper method of use; and
- d) instructions for appropriate preparation, and a warning of the health hazards of inappropriate preparation.

Neither the container nor the label should have pictures of infants, or other pictures or text which may idealise the use of infant formula. The terms 'humanised', 'maternalised' or similar terms should not be used. (Articles 9.1 and 9.2)



LAILAC

The labels of **Lailac 1** and **2** show a feeding bottle which normalises artificial feeding and discourages breastfeeding.

Article 9 of the Cambodian Sub-Decree provides that there shall be no photo, picture or graphic representation on labels other than for presenting the method for preparation.



XUAN HONG

A picture of a beaming baby is used to promote 'infant rice powder' for use from 3 months.

Article 8 of the Vietnamese Decree stipulates that products for young children shall not contain photographs or drawing of children under 12 months of age.

Stretching the Rules

The aggressive promotional tactics for growing-up milks and other products which are not within the scope of the Code indirectly promote infant and follow-on formulas bearing the same (or similar) names and logos. These practices undermine breastfeeding and are highlighted in this section along with practices, such as sponsorship, which give rise to conflicts of interest.

- WHA resolutions 49.15 (1996) and 58.32 (2005) warn against conflicts of interest where financial support or other incentives are given for programmes and health professionals working in the area of infant & young child health.



ANMUM

Annum relentlessly targets new mothers and mothers-to-be.

Promotional materials includes booklets with idealising covers describing important nutrients required by baby during his first year, and then go on to promote Annum Materna and Lacta, which contain the same nutrients. Other Annum leaflets reveal how promotion of milk for mothers are used conduits for the marketing of formula products. Promotional texts include "nurturing unborn baby's brain" and "ensure a good nutritional composition of breastmilk for baby".

An advertisement "Maximising Neuron Connections" from the Malaysian Journal of Paediatrics, Obstetrics & Gynaecology employs a mish-mash of claims such as "specially formulated...to meet the nutritional needs of mother & baby" and "formulated to maintain the nutritional composition of breastmilk ... helps replenish maternal stores during breastfeeding" to convince mothers they need Annum milk for mothers to breastfeed and to ensure they are able to meet their baby's nutritional requirements.

This kind of promotional materials are harmful as they undermine the inherent ability of women to breastfeed and nurture their babies without the aid of expensive, commercial products.

BOKIMILK

Which woman intending to breastfeed wouldn't be tempted by the claim "Milk spring streams out!" on the labels of Bokimilk in Vietnam

