

# Mead Johnson

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

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### PRODUCTS INCLUDE—

Infant Formula: *Enfacare LIPIL, Enfamil AR LIPIL, Enfamil LIPIL Low Iron, Enfamil LIPIL with Iron, Enfamil Gentlease, Nutramigen LIPIL, Pregestimil LIPIL, Enfamil Premature LIPIL, Enfamil ProSobee LIPIL, Enfapro*

Follow-on formula: *Enfamil Nextstep LIPIL, Enfamil Nextstep Prosoabee*

### LOGOS & ICONS—



A+



**M**ead Johnson is a wholly owned subsidiary of Bristol-Myers Squibb and in 2006, accounted for 13% of net sales of its parent company.

Mead Johnson targets middle class parents in developing countries who are not deterred from buying Mead Johnson's products which cost more than the average brand. In Malaysia, where the company is known for its aggressive marketing tactics, Mead Johnson achieved its best ever sales at US\$53 million in 2005 capturing 34 percent of the premium milk market share beating its closest competitor Abbott.

Mead Johnson intends to establish itself as one of the top two companies in the Southeast Asia region and announced that it will do so by continuing to build on the strong relationship it has with health care professionals and retailers.

Considerable market share was lost when PBM (a 'store brand' manufacturer) released a formula with the same nutritional content as Enfamil Lipil but at about half the price. Mead-Johnson retaliated by suing PBM for being copy cats. PBM denies the claim and stated in its defense that any downturn in sales was caused by Mead's failure to price its products competitively with other comparable products in the marketplace.

Back in 2003, Bristol Myers Squibb committed US\$115 million for a 5 year "Secure the Future" programme in several countries in Africa to provide support and care for women and children infected by AIDS. Then, the Washington Post reported that 77% of the money went to U.S based charities and medical research institutions to silence criticisms of the programme. Only a few thousand AIDS victims are said to have been reached by the PR effort.

The company is a member of the Pharmaceutical and Healthcare Association of the Philippines embarked in 2006 on a law suit to invalidate Filipino regulations on marketing practices for breastmilk substitutes. The reason behind this action, no doubt, is that Mead Johnson aims to double its sales in the Philippines to P12 billion (US\$250m) by 2009.

**LOOK AT THIS!**

In Canada, the labels of Enfamil A+ infant formula and Enfamil Soya milk-free formula turn back the clock on the Code by showing a picture of a baby and claiming that the formula contains nutrients found in breastmilk.

**VIOLATION**

Worldwide, Enfamil infant formula alone netted over US\$1 billion in sales in 2006.

BREAKING THE RULES 2007  
 STRETCHING THE RULES