

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.

Two Nutrilon advertisements which idealise the product in a scientific journal in Indonesia—the one on the left claims that **Nutrilon Royal** helps in brain development and fortifies the immune system. The one on the right claims that Nutrilon HA is specially formulated to “reduce allergies in babies”..

Nutrilon Royal
The first choice for infants' nutrition

Persembahkan oleh NUTRICIA
Bantuan Nutrisi Royal dengan AA/DHA dan FOSGOS

AA/DHA untuk mengetahui perkembangan otak
AA, DHA dan ARA (Asam Lemak Esensial) merupakan komponen utama dalam perkembangan otak. Bayi yang mendapat AA, DHA dan ARA akan mengalami perkembangan otak yang lebih baik.

FOSGOS untuk memperkuat daya tahan tubuh
FOSGOS adalah prebiotik yang membantu meningkatkan jumlah bakteri baik di usus bayi. Hal ini akan meningkatkan daya tahan tubuh bayi.

Nutrilon HA
Hypo-allergenic

VIOLATION

NUTRILON
Hypo-allergenic

Susu formula khusus untuk mengurangi risiko terjadinya alergi pada bayi.

Specialized Solution for a Wide Range of Nutritional Needs

VIOLATION

Creating New Horizons in Infant Nutrition

The development of babies' immune system is supported by immunomodulating components such as oligosaccharides acting as prebiotics in Breast milk.

New Advanced Mamex Gold is added with oligosaccharides mixture that helps to improve the intestinal immune system of infants.

The prebiotic oligosaccharide mixture is scientifically proven to:

- Reduce the incidence of certain infections up to 2 years!
- Stimulate production of sIgA in term infants!

Mamex Gold

VIOLATION

Danone (Malaysia) Sdn. Bhd.
1, Jalan 9/95, 43000 Kajang, Selangor. www.danone.com.my

NUMICO

In Malaysia, this advertisement from the *Journal of Paediatrics, Obstetrics & Gynaecology* seems to claim that while breastmilk 'only' supports the development of baby's immune system, **Mamex Gold** with 'oligosaccharides mixture' actually improves the immune system. A chart framed within a shield shows a decrease in episodes of diarrhoea and upper respiratory tract infections (represented by gold toned bars, in the same shade as the **Mamex Gold** labels) among infants fed this oligosaccharide-supplemented formula.

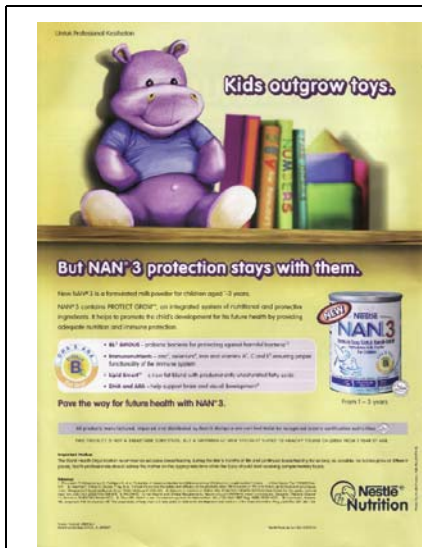
Article 4.3 of the Malaysian Code of Ethics forbids the promotion of infant formula products in a way which challenges the supremacy of breastmilk.

Article 4.5 of the Malaysian Code of Ethics forbids the advertising of infant formula products within the health care system.

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.



This ad from the Journal of *Pediatrics, Obstetrics & Gynecology* in Malaysia bearing the slogan “*But NAN 3 protection stays with them*” not only will “*pave the way for future health*” but is also an indirect way of promoting the infant formula and follow-up formula of the same range, **NAN 1 and NAN 2.**



In Singapore, Nestlé sidesteps the prohibition to contact mothers directly through the promotion of its complementary foods on its Nestlé Baby Club website. Members receive Nestlé 'goodies', a newsletter on baby nutrition and “*sound advice on good nutrition*”.



The Singaporean version of Nestlé's 'feeding guide', distributed at a parenting fair shows on one side a child's “*growth milestones*” (when baby starts to sit up, turn head, crawl etc), Nestlé recommends different cereals for each growth ‘stage’ and implies that babies may be ready for complementary foods before 6 months. The cover picture shows a mother spoon feeding a very young baby with baby cereal.