

VIOLATION



Hong Kong—The Abbott bear mascot holds an award for the **Gain Eye Q** range of formula. The huge ad found in an MRT station shows pack shots and claims that the Abbott formulas are of “superior quality and safety” and have “gained” the trust of all parents.



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Singapore – a list of brand names with an idealising picture of smiling moms, happy babies and toddlers to support the slogan “Quality at the Core of Abbott Nutrition”

ICDC News Flash

7 October 2008

Cashing in on the China tainted milk scandal

How Abbott does it in 3 countries



Malaysia – Abbott’s ad is less flashy and gives plain facts – “Abbott Nutrition Products are safe for consumption” alongside a roll call of product names.

Companies misbehave depending on what they can get away with !!

Following the Sanlu melamine-in-milk scandal in China which resulted in 4 deaths and more than 54,000 babies falling ill, baby food companies took out expensive ads in major dailies and public places to assure parents in Hong Kong, Singapore and Malaysia of the safety and quality of their products. How they go about it depends on the national measures which are in force.

- In Hong Kong where the International Code has not been implemented at all, the Abbott Ross ad is so promotional it amounts to a Code violation.
- In Singapore, where there is an industry-led voluntary Code, the ad is slightly more restrained but is still very promotional.
- In Malaysia, where a stronger voluntary Code is actively overseen by the government, the ad is reduced to little more than bare information.

These ads show how the Code is a useful tool in protecting breastfeeding when implemented carefully at country level.

Independently of measures taken for implementation of the Code, manufacturers and distributors should ensure that their conduct at every level conforms to it. - Article 11.3 of the International Code



INTERNATIONAL
CODE
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