

# CODE VIOLATIONS BY COMPANY

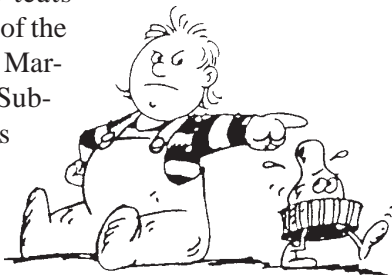
## Bottle & Teat Companies



*poster Dierenbescherming Netherlands, 1996  
(animal-rights' protest against Nutricia's genetic engineering)*

# Feeding Bottles & Teats

Feeding bottles and teats come under the scope of the International Code of Marketing of Breastmilk Substitutes. Manufacturers are allowed to sell but may not advertise or promote their products in any way.



Their labels may not discourage breastfeeding. Monitoring has again revealed that manufacturers and distributors of these products consistently violate the Code. They are either unaware of their obligations or choose to ignore that the Code applies to their marketing practices as much as to those of manufacturers and distributors of baby foods. Promotion of feeding bottles undermine efforts by governments and NGOs to protect, promote and support breastfeeding. Since these companies ignore their social and moral responsibilities, the situation can only be corrected by government regulation and through concerted action by consumers.

## Promotion to the public

► **Article 5.1** of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.

Advertising, a practice forbidden by Article 5 of the Code forms the bulk of violations. Advertisements of feeding bottles and teats are usually found in parenting magazines, promotional leaflets and through websites. In shops, special displays are common. Most of these materials contain idealising text which claim the products have characteristics similar to the mother's breast or nipple. Invariably, the text is misleading and intended to discourage breastfeeding.

A selection of pictures below illustrates.



This **Avent** Naturally ad is found in magazines in many countries, including Italy, Lithuania, Mexico, Singapore and the UK. The slogan *"the bottle that helps you to breastfeed longer"* is accompanied by text claiming that **Avent** designs its feeding bottle to be *"as close to nature as possible"*.

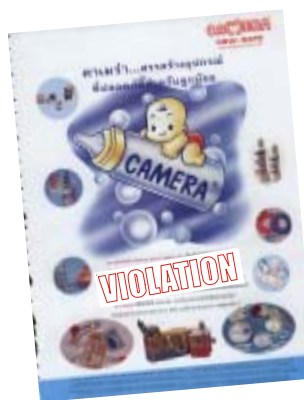
**Avent** ads in parenting magazines in the Dominican Republic, Germany, Serbia and Trinidad & Tobago compares the *"natural shape"* of mother's breast to the product and says it *"mimics a mom"*.



**Avent, Babelito and Chicco** advertise on Argentinian websites.



**Babelito**, which produces difficult to clean feeding bottles (right), paints a mural (top) to promote its products on a pharmacy wall in Uruguay.



A **Camera** ad in a mothers' magazine in Thailand makes a sweeping claim that the product *"is safe for baby"*, ignoring the risks associated with bottle feeding.



An Argentinian ad in a store magazine announces it takes babies *"from breast to teat, through Chicco"*.



**Curity** ad in a parenting magazine in Mexico claims it is “recommended by the Mexican Paediatric Association”, implying medical endorsement.



Height measures advertising **Curity** bottles to Mexican crèches.



This Mexican leaflet says “for best growth, Gerber is more than you imagine”. In Costa Rica, an ad in pocket diaries given to mothers highlights the convenience of the product by saying “you can feed him even though you are not with him”, and in the Dominican Republic, a Gerber ad promotes its teats because baby “will enjoy his food”.



The caption above baby’s hand in a **Mister Baby** ad in Italy says “I want it exactly like this”.



(R) **Dr. Brown’s Natural Flow** feeding bottle ad entices mothers with the slogan “Your baby deserves the best!” in *Motherhood* magazine (Singapore)

(L) An ad in *Baby and You* magazine (UK) announces: “There used to be more questions than answers... Now there is a feeding bottle that provides one simple answer - The Dr. Brown’s Natural Flow”.

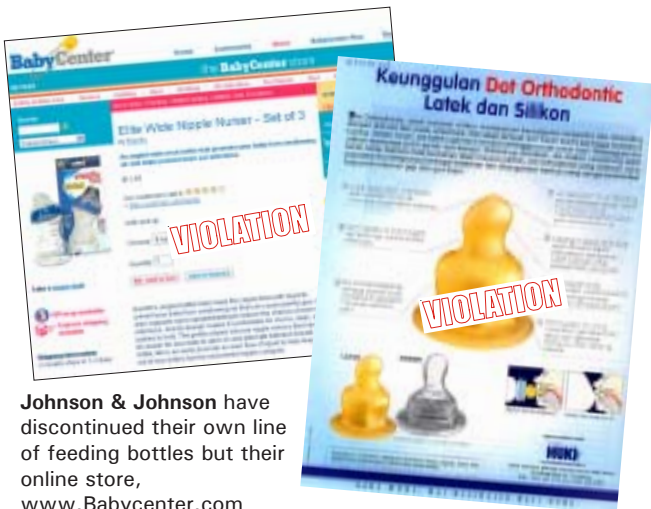


A Honduran **Evenflo** billboard advertises feeding bottles by showing a picture of daddy bottle feeding his baby and the slogan “with love for the baby”.



A blatant promotional ad for **Mister Baby** from a mother’s magazine in Taiwan.

In Italy, a **Mister Baby’s** ad comparing breastfeeding with a conventional teat and the **Mister Baby** variety shows poor attachment to the breast and over-simplifies the complex movements inside the mouth that makes breastfeeding so different from bottle feeding.



**Johnson & Johnson** have discontinued their own line of feeding bottles but their online store, [www.Babycenter.com](http://www.Babycenter.com) (accessible through Johnson & Johnson’s website) hosts and promotes several brands of feeding bottles and teats.



**Huki** manages to find seven similarities between its rubber teat and a human breast in this Indonesian ad.



A **Nuk** ad for its feeding bottles and teats in a Japanese magazine reminds “Mothers, please start thinking about regular teeth before a baby’s first tooth comes out” and claims products are modelled “on mother’s nipples where a baby has to use its chin and tongue” and “its unique shape is ...the result of .. research on how a baby trains its nose to breathe...”

“No more crying babies!” shouts this Singaporean advertisement in the *Motherhood* magazine to “parents who really care.”







Cute gurgling babies are used by **NUK** to hard-sell bottles and teats in Armenia. An advertisement in the *lo e il mio bambino* magazine advertises **NUK** bottles as “*Nuk a natural philosophy ... the best alternative to mother’s breast.*” The advertisement shows a mother bottle-feeding her baby and portrays **NUK** teats as equivalent to mother’s nipples.



An interesting juxtaposition of the pseudo with the real thing. This time a two-page spread from **Pigeon** in Japan shows how satisfied and happy baby can be even when its not mummy.



The breast as an icon? This hard-cover **Pigeon** book in Japan uses cartoons to discuss breastfeeding, but contains erroneous and misleading information.



The baby in this **Pigeon** magazine ad in Indonesia says “*My friend won’t make me choke*”. An illustration draws similarity between the **Pigeon** teat and mother’s nipple.



**Tommee Tippee** ad in the UK talks about “*a teat so close to the real thing, it could be mummy*”. Indeed.



“*Bottoms up!*” - **Tolly Joy** in Singapore borrows the famous phrase among drinkers to sell feeding bottles.

### Other types of promotion

- ▶ **Article 5.3** of the Code bans promotional devices at the retail level.
- ▶ **Article 5.4** of the Code prohibit companies from giving samples and gifts to mothers.

Manufacturers, distributors and retailers occasionally offer gifts and special discounts to induce sales.



“*Perfect for the new mom*” discount given by an online baby store for **Avent** products.

To boost sales, manufacturers and distributors are increasingly joining forces with parenting magazines to offer gifts of bottles and teats to subscribers. This type of promotion is similar to sampling.



A **Pigeon** ad in *Parents Guide* magazine in Indonesia offers the first 20 subscribers **Pigeon** gift packs which include feeding bottles. Other subscribers will get up to 35% discount on **Pigeon** products.

The *Parenting* magazine in Mexico offers a **Curity** bottle as a gift with a one-year subscription to the magazine.

Other methods of promotion are through special displays and baby clubs.



**NUK** Baby Club application forms were distributed at an expo in Hong Kong.



Snoopy, the famous cartoon character pushes **NUK** in Serbia.

### Promotion in health facilities

► **Article 6.2 bans the promotion of products within the health care system.**

There are also reports of samples of bottles and teats being given to health care facilities by **Huki** in Indonesia and **Pur** in Thailand. These are then given as gifts to mothers.

**Pigeon** actively promotes its products in health facilities in the UAE by offering gifts and booklets which contain bad breastfeeding advice. For example it starts by asking "how to know if breastmilk is sufficient" and advises weighing before and after nursing. It worries mothers by saying that dried breastmilk may cause bacteria and mould! 'Change your Pigeon breastpad every 3-4 hours'. It stresses the need for breastpumps because of likely abnormalities of the baby's mouth or the mother's nipple, flat breasts, inverted nipples, baby can't suck properly, breast too hard, etc.



Huge boxes of these packs have been given to a hospital in UAE to be distributed in maternity and paediatric wards.

### Labels

► **Article 9.1 of the Code requires labels to NOT discourage breastfeeding and to inform about the correct use of the product, the risk of misuse and abide by a number of other points.**

The Code requires that labels should be designed to provide the necessary information about the appropriate use of the products, so as not to discourage breastfeeding. Monitoring reveals that information on labels of most feeding bottles and teats contain claims of similarity with mother's nipple or breast and have misleading information or statements which idealise bottle feeding.



**Chicco** labels in Indonesia have a picture of a baby and offer an extra teat for every purchase. The label claims its design and function are similar to a mother's breast and will promote the growth and development of the baby's jaw and teeth. It claims to prevent choking, vomiting and indigestion.



◀ In Malaysia, **Doctor Baby** claims its teats are shaped like mother's nipple and are non-carcinogenic.

The label of this **Pigeon** teat shows how similar it is to mom's nipple so that "baby can switch from breastmilk to infant formula smoothly." ▶



◀ **Evenflo** label in Mexico claims its feeding bottle and teat is "just like Mom", "natural ...like you"

Label of **Pigeon** feeding bottle and teat in Indonesia features two cute cartoon babies and claims to have an anti-choke regulator. ▶



### Code compliance by selected feeding bottle companies

Space constraints mean many violations are excluded from this report. The chart below summarises the performance of 14 companies in relation to applicable Code provisions based on data collected from January 2002 to March 2004.

#### COMPLIANCE WITH THE CODE

- ~ Partial Compliance
- ? Compliance Unknown
- X Substantial Violation
- Not Applicable

Companies	No promotion to the public	No promotion in healthcare facilities	Adequate labels
Avent/Cannon (UK)	X	~	X
Babelito (Argentina)	~	?	?
Camera (Taiwan)	~	~	X
Chicco (Italy)	X	~	X
Curity (USA)	~	~	?
Evenflo (USA)	X	?	~
Gerber (USA)	X	?	~
Huki (Indonesia)	X	~	~
Japlo (Malaysia)	~	?	~
Johnson & Johnson (USA)	X	?	—
Mister Baby (Italy)	X	?	?
Nuk (Germany)	X	~	?
Pigeon (Japan)	X	X	X
Tommee Tippee (USA)	X	?	~