

Nestlé's Disaster Capitalism

Lactogen "Recover" - Pakistan

IBFAN Monitoring Report

Nestlé Formula Donations & Unethical Marketing



Situation

Date: December 26, 2022.

Location: Sohbatpur District (Flood affected) in the province of Balochistan, Pakistan.

Source: Video shared on social media by Pakistani Human Rights Activist

Content: Video shows a little girl (5 years old), with severe acute malnutrition, being handed three packets of Nestlé Lactogen Recover products (marketed 0-12 months).

Challenges

- Nation-wide problem of poor maternal, child and infant nutrition (MoH/UNICEF 2022).
- Extreme child malnutrition - 42% of children in Pakistan are stunted (UNICEF 2018).
- Influx of formulas, bottles, milks & inappropriate ultra-processed products (IBFAN 2022)



A family sits under a tent set up next to their demolished house, surrounded by floodwaters, in Sohbatpur (Zahid Hussain/AP)

Sohbatpur District is in the province of Balochistan, Pakistan. Photo from Guardian newspaper of Sohbatpur at the height of the floods in August 2022



“it will help her recover”

The man can be heard on the video as saying:

“This 5 years old girl is fully malnourished. When I touch her thin legs she starts crying as her legs are so weak.” He then proceeds to give her 3 packs of Nestlé Lactogen Recover and says “it will help her recover. It is not enough, but the least that he can do right now. He said her younger sister is also malnourished”.

Action

- IBFAN quickly alerted UNICEF.
- UNICEF team then rapidly mobilised across the vast terrain of micro-villages in search of the child to provide direct nutritional support. UNICEF found the family.
- Heartbreakingly, the little girl had died (according to her parents, it was her first time ever consuming formula).

What is this ‘Nestlé Lactogen Recover’ product?

‘Lactogen Recover’ infant formula 0-12 months (Lactogrow 1-3 years) is only available in Pakistan (monitoring the marketing: “Only available in Karachi” “Only available in Lahore” etc).

It is important to note, that the reference to the Nestle ‘Lactogen Recover’ product first showed up on 9th July 2019 (see screenshot in the next slide), after a period of heavy flooding in Pakistan. Its first appearance was on **Nestlé Pakistan’s Facebook** page.

<https://www.facebook.com/Nestle.Lactogrow.Pakistan/videos/625156254655814/>

https://en.wikipedia.org/wiki/2019_Pakistan_floods_and_storms

Predatory Marketing

Nestlé Facebook page itself showcases vast exploitative digital marketing violations, including idealising artificial feeding, cross promotion with other products, many of which state unfounded 'scientific' claims and discounts.



Nestlé Lactogrow

July 9, 2019

NESTLÉ LACTOGROW Recover is here!

NESTLÉ LACTOGROW Recover is here! Give your 1-3 year old relief from diarrhea so he can continue to Grow Happy this summer and all year long!

See less



2.7K

226 comments 135K views

Online Digital Marketing Videos of the Nestle “Recover” Products

facebook.com/Nestle.Lactogrow.Pakistan/videos/625156254655814



facebook.com/Nestle.Lactogrow.Pakistan/videos/1551038595077288/

ok



Ingredients Comparison

Nestle Lactogen 1 Infant Formula Powder

Maltodextrin, Milk solids, Demineralised whey, Soyabeal oil, Corn oil, Minerals, Soya lecithin, Vitamins, Taurine and L-Carnitine

<https://www.dealayo.com/nestle-lactogen-1.html>

Regarding Lactogen Recover: *“First ingredient is maltodextrin. A sure recipe for gut fermentation and diarrhea. Suitable from birth? Not meeting Codex standard for Special Medical Purpose. Babies don't have lactose deficiency from birth. Scary and will only increase the malnutrition and deaths.”*

Feedback from a nutritionist

Maltodextrin is a rapidly digestible sugar – ultra processed, manufacturers add this to improve flavor, thickness, shelf life... a type of carbohydrate, but it undergoes intense processing. It comes in the form of a white powder from rice, corn, wheat, or potato starch

“Nestlé Lactogen Recover”

Nestlé's Unethical Marketing

- Nestlé unethical marketing, cross promoting baby cereal (from 6 months) with toddler formula (Pakistan's law covers in scope products marketed 0-12 months).

<https://www.facebook.com/Nestle.Lactogrow.Pakistan/>

Nestlé Lactogrow ✓
December 12, 2021 · 🌐

Daraz 12.12 ki shandaar offer!

Ab 400g NESTLÉ LACTOGROW 3 keh saath aap koh milay ga aik FREE 35g sachet of NESTLÉ CERELAC Red Fruits.

See Translation





Nestlé Good food, Good life



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Nestlé's Facebook page provides a direct link to their Nestlé website, which features this image as the first visual page viewers see - cross-promoted products...



INFANT
NUTRITION