

# An IBFAN-ICDC report on baby food marketing practices



This page forms part of the global monitoring report – Breaking the Rules, Stretching the Rules 2010. Companies' marketing behaviour is measured against the International Code of Marketing of Breastmilk Substitutes and WHA resolutions.

## Mead Johnson Company profile & Code violations

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at [www.ibfan.org](http://www.ibfan.org)

For decades, Mead Johnson was a subsidiary of the biopharmaceutical giant Bristol Myers Squibb, but in December 2009, it split from its parent company. The evidence of Code violations reported here straddle the periods before and after the split. As an independent company, its promotional tactics appear as aggressive as ever. In fact, the company increased its advertising and product promotion spending by 9% in 2009, rising to over 14% of sales. This amounts to USD283 million for the first nine months of 2009. Most promotion budget increases are in Asia and Latin America. This investment is aimed at building brand equity and consumer demand often in violation of Code provisions.

### VIETNAM POSER

*In Vietnam where advertising is capped at 10% of overall cost of all companies, the Ministry of Finance launched an investigation following a big hike in formula prices. Officials reported that prices of baby milk products - prominent among them, Mead Johnson's Enfa brand products - were high because of heavy spending on promotion campaigns and high mark-ups. Mead Johnson, which saw double digit growth in 2009 in the country, denied the charge.*

Focussing only on formula products, Mead Johnson made three billion dollars in sales in 60 countries in 2009. Its market is driven, alas, by health professionals who ought to be promoting breastfeeding. Asia and Latin America account for nearly 60 per cent of global sales with business evenly split between infant and toddler formulas. China and Mexico are its second and third largest market after the USA where **Enfamil**, its flagship product is the mainstay.

While growth hits double digits in some developing markets, the trend is not reflected at home in the US and in Europe where declining birth rates, financial recession and the loss of Bristol Myers Squibb's distribution system have hurt sales. In response, the company plans to expand its geographic footprint in high-growth potential "seed" markets such as India and Russia. It has formed a joint venture with Alamarai, a food and beverage company based in the Persian Gulf to take its products to growing markets in the Gulf Region.

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### Brands

Alacta	Enfapro
Enfamil	Enfapro A+
Enfamil Premium	Enfapro Premium
Enfamil A+	Enfalac Premature
Enfamil Restfull	Enfalac AR
Enfamil Gentlease	Enfacare
Enfamil Premature	MJN Metabolics
Enfamil AR	Nutramigen
Enfalac	Nutramigen LGG
Enfalac A+	Olac
	Pregestimil
	ProSobee

### Logos





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## Hiccups over quality but MJ surges ahead

Opportunities in China eclipse other expansion plans even though the country's General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) is less enthusiastic. Following a spot check in July 2009, it black-listed Mead Johnson products for quality problems and potential health hazards. Mead Johnson is undeterred. Plans are underway to start a multi-million dollar Paediatric Nutrition Institute in Guangzhou to expand local clinical studies and increase the range of customised products in China. In a country of 18 million births annually, this is good mathematics especially for a company that persists in ignoring the basic tenets of the Code.

Quality problems have not only arisen in China. Another case in point is the Philippines. See the *Look at This* box for an account of how Mead Johnson flouts the rules there.

## The chocolate misstep

In the first quarter of 2010, the company reached a new low point by introducing a product called **Enfagrow Premium Chocolate**, fortified with DHA and prebiotics. The product costs USD18.99 for 29 ounces in the US and is designed for toddlers – aged 12 to 36 months, according to the company – during the transition from infancy to early childhood. The launch of this product sparked outrage among parents, health and food experts worldwide who felt that children need to develop healthy eating behaviors, not a transition to expensive sugar-sweetened fortified chocolate milk. **Enfagrow Premium Chocolate** contains 19 grams of sugar (4.5 teaspoons) per seven-ounce serving. In June 2010, the company wisely withdrew the product after negative attention on the internet was deemed to be “a distraction to the brand”. Sadly, it is keeping the vanilla version, which contains only one gram of sugar less than the chocolate version.

## Be careful with incentives

In Mead Johnson's Standards of Business Conduct and Ethics (February 2009), marketing staff are told to “remember that sometimes the health professionals, customers and others whom we do business with are government employees.” It advises them to consult Mead Johnson's Law Department before offering or accepting gifts, gratuities, entertainment or hospitality to or from a government employee because laws concerning this matter are often complex and vary from country to country. The Code is obviously not in Mead Johnson's Ethics vocabulary as the staff is not told to refrain from offering incentives to any health professional.

The corporate mission is “to create nutritional brands and products to give infants and children the best start in life.” For this company, the best start is not breastfeeding.



Chocolate “Toddler Formula”(now withdrawn) is one of the many Enfa brands designed to by-pass Code requirements. Mead Johnson pretends it is not a follow-up milk even though the product is marketed for babies as of 12 months.



*This page focuses on specific responses to issues and discernible trends in the marketing of baby foods by the company under scrutiny. It forms part of the Breaking the Rules, Stretching the Rules report.*

## Believe it or not!

*Mead Johnson had to pay US\$13.5 million for false advertising*

In December 2009, Mead Johnson was slammed with a \$13.5 million damages award in an advertising lawsuit brought by rival baby formula maker, PBM Products. PBM makes 'store brand' infant formulas and filed a lawsuit in April 2009 claiming that Mead Johnson had engaged in false and misleading campaigns against their products. In its direct "mailer" ad sent out in 2008, Mead Johnson states: "*En-Fact: Enfamil LIPIL's unique formulation is not available in any store brand.*"

Mead Johnson included in its print ads and on its website an alarmingly blurry picture of a child's cartoon duck, which suggests that feeding infants anything but Enfamil® LIPIL® will result in reduced vision and brain development.

PBM succeeded in convincing a jury that the ad suggests that its competing store-brand formulas do not provide the same nutrition (the store brand contains ingredients procured from the same source but costs up to 50% less than Enfamil LIPIL). There were two earlier successful lawsuits by PBM over false advertising.

The damages award, one of the largest ever for a false advertising case, entrenches Mead Johnson's reputation as a recalcitrant advertiser. The judge's order in the case gives some clues on Mead Johnson dogged persistence.

*"Mead Johnson consciously decided that its marketing should be more aggressive and risky as it witnessed a decrease in its sales and an increase in store brand sales ... The 2008 mailer and its attack on store brands was the result of that marketing decision."*

In parallel proceedings before the National Advertising Division of the Council of Better Business Bureau (NAD), Mead Johnson has thrice been asked to stop making unsupported claims including the notion that Enfamil improves eye development and IQ in babies.

The NAD — which functions as the advertising industry's internal police force used unusually strong language in its ruling on Enfamil:

*"NAD is incredulous that after two compliance proceedings, with the second compliance proceeding making explicit that any non-compliant advertising would result in a referral to the appropriate government agency, that the advertiser would disseminate advertising that clearly does not comply with NAD's decision."*

### Editors' notes

1. The Code has an ambivalent status in the US and was not considered in any of these proceedings. Had the Code been implemented as law in the US, the question whether or not the Mead Johnson ads were misleading would not arise. There would be NO ads in the first place. Also, the case of one formula maker suing its competitor for misleading ads would never see the light of day as it would be tainted with illegality. The true aggrieved party in this case is the consumer who was misled.
2. Much to the disappointment of breastfeeding advocates, the European Food Safety Authority (EFSA) in January 2009 ruled in favour of Mead Johnson on the scientific substantiation of a health claim related to docosahexaenoic acid and arachidonic acid and its contribution to the optimal visual development of infants and young children. IBFAN continues to lobby for all claims to be banned.



*The ultimate loser was the consumer! The millions paid in damages should go to public health companies to promote breastfeeding.*



# An IBFAN-ICDC spotlight on corporate marketing behaviour



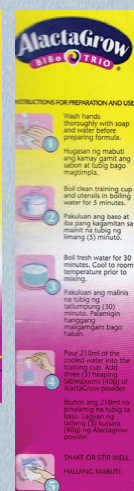
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## LOOK AT THIS!

In the Philippines, all products must be registered with the Food & Drug Administration (FDA) before they can be sold in the market. Mead Johnson registered a range of milks for infants and young children. However the registration for one product, **AlactaGrow** (for children for 1 year and above) expired on March 28, 2010. Mead Johnson applied for an extension in Feb 15, 2010 but this request was refused because the formulation did not comply with the Codex Standard as adapted by the Philippines. The product was deemed substandard because its fat level is below the recommended level. The FDA issued a product recall order in September 2010 on the ground of misbranding only to retract it shortly after due to pressure from Mead Johnson. This decision prompted NGO groups to protest against the company and the FDA for deceiving consumers.

Seen on the right is a gift with the **BIBO Trio** logo to entice mothers to buy **AlactaGrow** in supermarkets in Makati and Marikina. The logo promotes the idea that the B stands for Brain, I for Immunity and B for Bones.

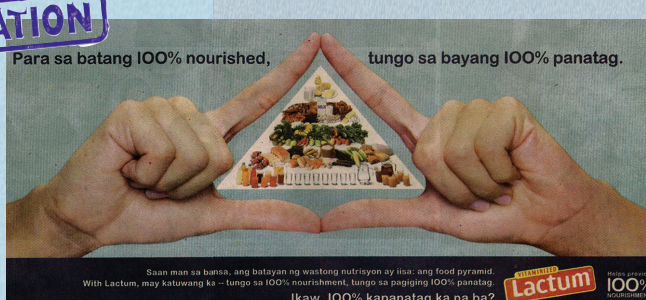
In a separate promotional campaign, the company uses Filipino celebrities as brand ambassadors to impart glamour to its products. From **Lactum** to **AlactaGrow** to the Enfa range, famous actresses and singers weave their spell over mothers. The question is who ends up paying?



The label recommends that water is boiled for 30 minutes and then left to cool to room temperature before mixing with the powder. WHO's clear recommendation is that that powdered formula should be mixed with boiled water, cooled to no less than 70°C and only then cooled further to feed the baby.



The BIBO Trio logo and its colours create a clear association with **AlactaGrow**. The logo, found on the label is embossed on gifts to mothers and children, like this fan. Nutrition and health claims are absolutely prohibited under for all products sold for children up to 3 years of age.



In print ads and radio commercials, famous personalities from left: Claudine Barretto, Jodi Sta. Maria, Carmina Villaroel talk about the food pyramid shown above as the only source of right nutrition and how mothers can be 100% confident that a child is 100% nourished, if they choose Lactum as a partner.



(Left) Daphne Osenza in a thinly disguised TV ad for Mead Johnson is talking about the importance of DHA and AA to brain development, ingredients found in Mead Johnson's formula products. (Right) Daphne changes persona to become UNICEF's special advocate for children in March 2010.



### 'Miss Saigon' is 'Miss Enfakid'.

In a TV commercial, famous West End singer Lea Salonga inspires parents to believe that anyone can be a star ... with the right product!

Enfakid is for older children but the Enfa name and it's logo encompasses other formula products and Ms. Salonga's spell spills over.



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## LOOK AT THIS TOO!

Mead Johnson takes advantage of the lack of Code implementation in Hong Kong by flooding public places with outrageous representations about the benefits of its products. The Code requires company compliance at all levels regardless of national measures. WHA resolution 58.32 [2005] prohibits claims.

- Pillars in metro stations become giant cans of Mead Johnson formulas and their ingredients, among them **Enfapro A+** follow-up formula and its DHA content. The company claims **Enfapro A+** has the highest DHA content in Hong Kong and says it with a towering DHA structure. (see below)
- The message about **Enfapro A+** having the highest DHA content is taken to equally horrendous heights on TV (see clips below). In the TV ad, the DHA content flies out of the DHA tower into the brains of a baby! The ad also illustrates how DHA in **Enfapro A+** promotes growth, health and intelligence by showing a baby with a DHA t-shirt cleverly stacking building blocks, following his mother doing the same with cupcakes. ▼



VIOLATION



A Hong Kong metro station becomes a gigantic promotional site for Mead Johnson formulas.



VIOLATION



DHA for mind blowing effect – Enfapro A+ is idealised through forbidden and unproven claims on Hong Kong TV.



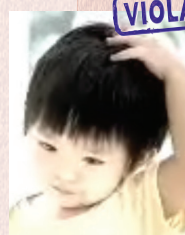
VIOLATION



See how mummy does it ... and baby cleverly follows, learning "faster than others by a step".



VIOLATION



A lesser child does not know how to do it?



A mother's pride for choosing 'wisely'. Nothing is said about breastfeeding.

DHA: Docosahexaenoic acid, a long chain fatty acid present in breastmilk and artificially added to formulas



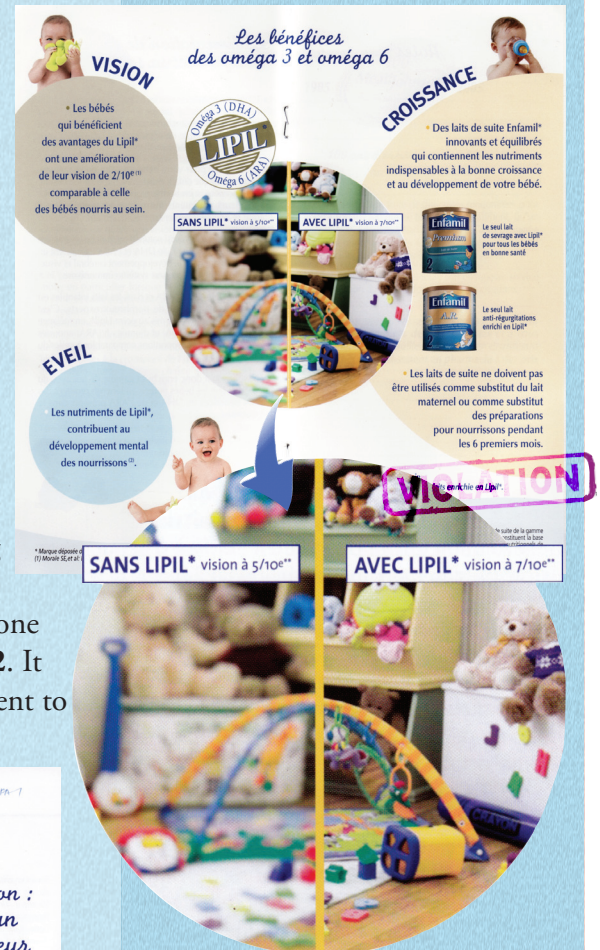
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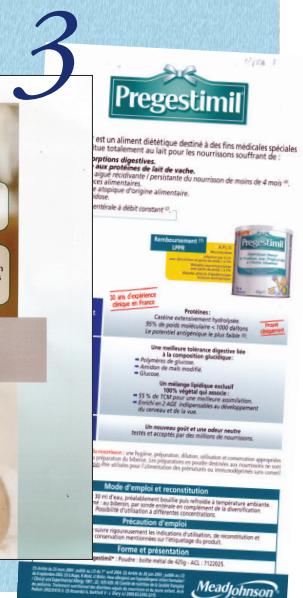
## Promotion to the public and in shops

1

- Article 4.2 requires information to advocate for breastfeeding and not contain pictures or text which idealise the use of breastmilk substitutes.
- Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.
- Article 5.2 and 5.4 of the Code prohibit companies from giving samples and gifts to mothers.
- Article 5.3 bans promotional devices at the retail level.
- Article 5.5 prohibits direct or indirect contact with mothers.
- In France, brochures promoting Mead Johnson formula products are widely available in pharmacies.
- A brochure on **Enfamil Premium**, *Tout savoir sur les bénéfices de Lipil* (Benefits of Lipil) shows the link between the Lipil content in the product and improved vision, using two comparative images placed side by side, one blurred representing usage of formulas without Lipil and the other one clear after using formula with Lipil i.e. **Enfamil Premium 2**. It also makes claims about the benefits of Enfamil's Lipil content to baby's growth and intelligence. (see 1)
- Another brochure, a practical guide to "Gentle weaning: advice from breast to bottle" explains why parents should choose a milk with Lipil. It provides cleverly worded advice to parents to choose the best product after breastfeeding "at 2, 4, 6 months or later". It tells parents to "do it gently and give your baby more!" and insinuates that some babies are no longer interested in breastfeeding after four weeks and find the bottle easier. The answer of course is **Enfamil Premium with Lipil**. The front cover of the brochures shows a graphic of a graduate baby making a direct link between **Enfamil Premium with Lipil** and intelligence. (see 2)
- One 4-page brochure lists the advantages of a whole range of Mead Johnson formulas, while another one focuses on Pregestimil special formula for problems like mal-absorption, allergies, diarrhoea and skin diseases. (see 3)



The difference an ocean makes: In Europe, Mead Johnson babies see a roomful of toys better, in the US, it's only one duck! (see highlight on MJ's recalcitrant corporate culture)

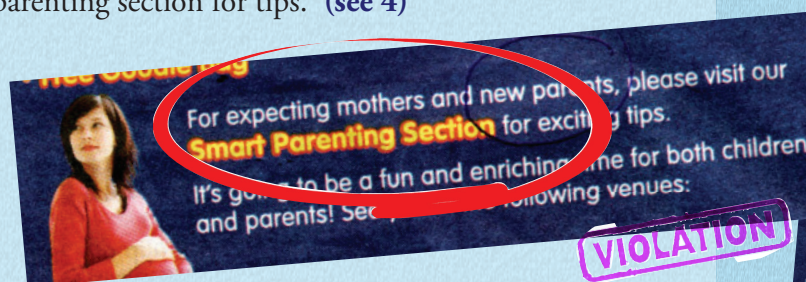




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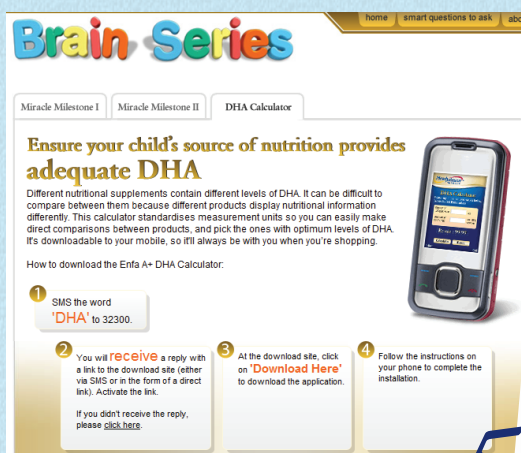
- ❖ In Malaysia, the *Malaysian Code of Ethics for the Marketing of Infant Foods and Related Products* prohibits companies from providing any mother craft service, from having contact with pregnant women and mothers or to conduct any activity that involves pregnant women and children. Despite these prohibitions:
- An otherwise permissible ad for a SmartCamp showing a picture of a full grown child and advertising milks for mothers and for older children slyly beckons expecting mothers and new parents to visit their smart parenting section for tips. (see 4)



4



- Women who are ready for pregnancy and motherhood are enticed to check out Mead Johnson's website at <http://www.brainseries.com/downloads.asp> with offers of free DHA calculators which can be downloaded into handphones. The DHA calculator helps women calculate the level of DHA in their children's nutrition and to pick products offering optimum levels of DHA, linking directly to the DHA ingredients in Mead Johnson's range of formulas. (see 5)



5



- An article entitled "How breastfeeding affects jaundice" in a complimentary booklet, "Jaundice & your baby", scares mothers into believing that breastmilk interferes with the liver's ability to break down bilirubin. Mothers are led to believe that a breastfed baby may have jaundice for a longer period. Since breastmilk jaundice is normal, the article undermines breastfeeding by suggesting that breastfeeding be stopped temporarily to help reduce the bilirubin levels in the baby's blood. In many cases, this is the beginning of the end of breastfeeding. (see 6)



6



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## ❖ In Vietnam:

- A huge signboard in a shop in Hanoi promotes Mead Johnson's **Enfapro 2**, **Enfagrow** and **Enfamama** through pack shots and special prices. (see 7)
- In a shop, toy sets with the Mead Johnson name embossed on their packaging are placed alongside a whole range of Enfa milks including **Enfalac 1**, **Enfapro 2** to entice customers into purchasing the products. (see 8)

Article 6 of the Vietnamese Decree 21/2006 prohibits the advertising of milk for children from birth to 12 months. Advertisements of breastmilk substitutes for babies 12-24 months must include the statement "Breastmilk is the best food for health and comprehensive development of young children".

- ❖ In Spain, company reps provide DVDs entitled "*Los mejores consejos para las nuevas mamás*" (*The Best Advice for New Moms*) to pharmacies in Grenada for distribution to mothers. The DVD is marked with the **Enfalac Premium** logo. The video shows a mother asking questions, among them, how to feed her baby. Although breastfeeding is mentioned as being best for babies, the DVD sticks to the old European standard of exclusive breastfeeding of up to 4 to 6 months. There is no mention of any brand name but an **Enfalac Premium 2** (follow-up milk) can is featured in the discussion on bottle feeding. The paediatrician and nutritionist who were giving advice explain, repeatedly, that ordinary cows' milk does not have Omega 3 and NHA3 in the same amount and proportions as breastmilk and that these are essential for health growth. Not surprisingly, these ingredients are available in **Enfalac Premium 2**. (see 9)

Editors' note: Even though the EU Directive on infant formulae and follow-on formulae allows advertising of the latter, companies are responsible for ensuring that their conduct at every level conforms to the Code. The information they provide and their advertising should not mislead or contain unsubstantiated claims. The example above shows how Mead Johnson takes advantage of weak EU regulations and why these laws must be strengthened.





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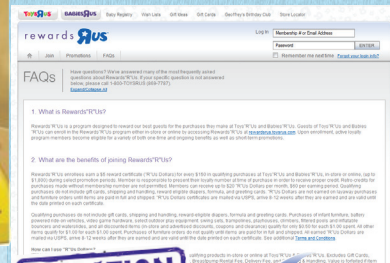
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## ❖ In the US:

- Mothers receive via email, offers to purchase nine cases of **Enfamil Ready to Feed** infant formula to get the tenth case free. (see 10)



10



by 1 free Similac case or 32 fl. oz. Ready-to-Feed Infant Formula for every 9 Similac 32 membership within a 12-month period. Offer valid on Similac Advance EarlyShield™, Similac Sensitive™, and Isomil Advance™ only.  
c) 1 free Enfamil case of 32 fl. oz. Ready-to-Feed Infant Formula for every 9 Enfamil 32 fl. oz. of Ready-to-Feed Infant Formula cases that are purchased with membership within a 12-month period.  
d) 1 free can of Babies' R Us® Infant Formula Powder 24 oz. or larger when 9 cans of Babies' R Us® Infant Formula Powder 24 oz. or larger is purchased with membership within a 12-month period.

- An expectant mom reports that she received a canister of unsolicited formula delivered to her home in Seattle even before her baby was born. Her details were obtained by Mead Johnson from the local maternity store.
- New **Enfamil RestFull** for bedtime feeding is advertised on the internet as the formula to help babies feel full longer. It purportedly also enables babies to sleep better through its rice carbohydrate content which will thicken in the stomach and digest slowly. (see 11)

Editors' note: In 2008, the UK Department of Health asked a Scientific Advisory Committee on Nutrition to assess the risks associated with the use of "good night" milks. The Committee was not able to identify any nutritional or health advantage from the use of these products and expressed concern about the displacement of breastfeeding.

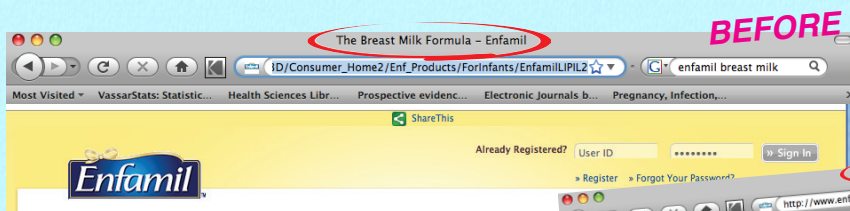


11

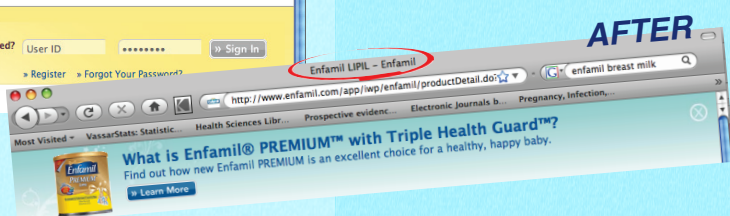
## MONITORING HELPS!

Enfamil changes the tone of their **Enfamil** website ad after the National Alliance for Breastfeeding Advocacy (NABA), a US-based IBFAN group, lodged a complaint that the ad was deceptive and misleading with the Federal Trade Commission.

The initial run of the website ad had the heading "The Breast Milk Formula - Enfamil". This was changed to "Enfamil LIPIL – Enfamil I" after NABA complained. Unfortunately, another statement, "Our closest formula to breast milk" remained unchanged.



BEFORE



AFTER



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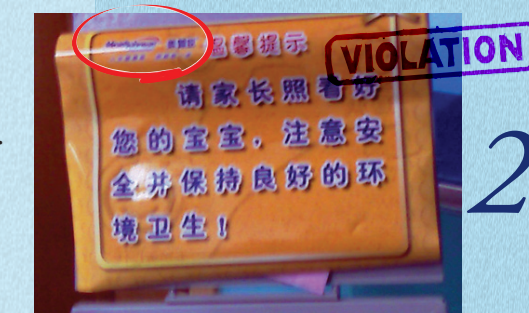
## Promotion in health care facilities and to health workers

- Article 6.2 bans promotion of products within the health care system.
- Article 6.3 prohibits the display of products, placards and posters and the distribution of company materials unless requested or approved by the government.
- Article 7.2 allows only product information that is factual and scientific to health professionals.

### ❖ In China:

- The familiar Mead Johnson company logo is spotted outside a treatment room in a maternal and child hospital in China. The display of the company logo which is also found on all product labels confers medical endorsement of the company's products. The slogan "On the road to a healthy life, (Mead Johnson) takes care of you every step of the way" appears alongside the company logo is highly promotional and suggestive even though no product name is mentioned. (see 1)
- A small notice at a well baby clinic issues a gentle reminder to parents to take care of their babies and to keep the environment of the clinic clean. It also serves to put the Mead Johnson name, logo and products into parents' psyche. (see 2)
- A colourful glossy brochure found in a health facility promotes the entire Enfa A+ range of formula as the result of "new breakthrough in scientific formulation". The brochure extols the wonders of Galactooligosaccharides (GOS), a prebiotic in **Enfamil A+** infant formula which purportedly stimulates the growth of good bacteria and helps in the development of baby's defence system. (see 3)

Article 13 of the Chinese Regulations (1995) stipulates that no propaganda materials from companies shall be distributed within the medical and health institutions.

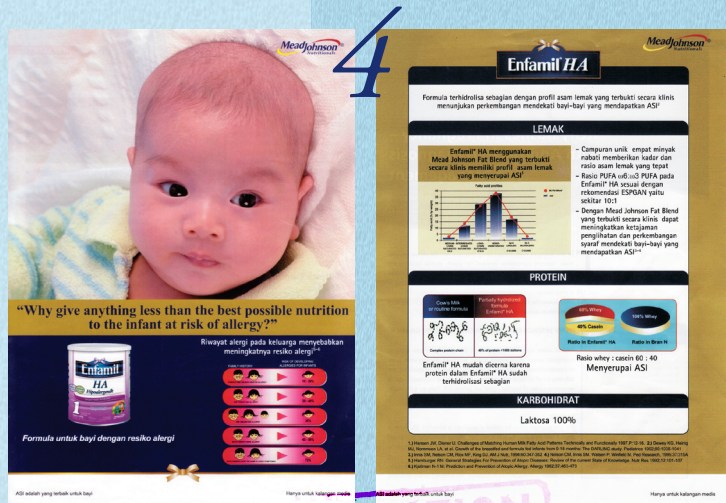




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- ❖ In Indonesia Article 11 (3) of the Indonesian Ministerial Decree 273/ MENKES/SK/IV/1997 stipulates that advertising in professional journals should only be allowed with the consent of the Ministry of Health. No consent is apparent in the ads below. Instead, the ads are highly promotional and make claims which are unsubstantiated.
- An ad from the *Indonesian Journal of Pediatrics, Obstetrics & Gynaecology* blatantly plays on parents' insecurities about their baby's health with the poser "why give anything less than the best possible nutrition to the infant at risk of allergy." A picture of an infant in the pink of health is used to push **Enfamil HA** special formula as the ideal solution for babies with allergy risk. In same ad, a chart illustrates the similarity of the fatty acid content in **Enfamil HA** special formula with that of breastmilk. (see 4)
- Another ad in the bulletin for the *Indonesian Society of Pediatricians* promotes **Enfamil A+** infant formula and **Enfapro A+** follow-on formula with the slogan "Enfamil A+ blend of nutrients support the developing immune system—to give baby a better start in life". An easy-to-read chart showing a reduced incidence of bronchitis is prominently featured. (see 5)
- ❖ In Malaysia, Article 4.5 of the Malaysian Code of Ethics for the Marketing of Infant Foods and Related Products forbids companies to promote infant and follow-on formula to health professionals but the following materials were found in health care facilities. Very often, what's left unsaid is more suggestive and powerful as a promotional device:
- A fridge magnet – although no products are seen or described, the colour scheme, figure '2', the golden bow and the Mead Johnson name highly resemble the **Enfapro A+** follow-up formula label (insert). The fridge magnet also promotes the EnfaMama Club which offers mother craft services and facilitates contact with mothers. (see 6)
- Similarly, the LF letters on the mousepad (see 7) refers to **Enfalac Lactose Free** special formula while the owl mascot and the slogan "Enfa A+ For smart beginnings" at the bottom right corner promotes the entire Enfa range.



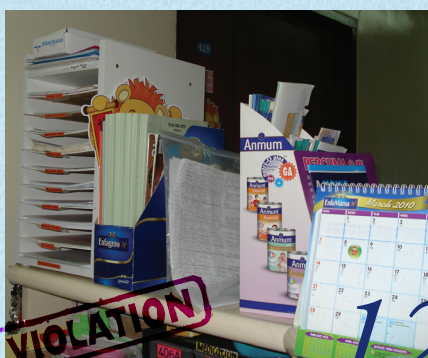
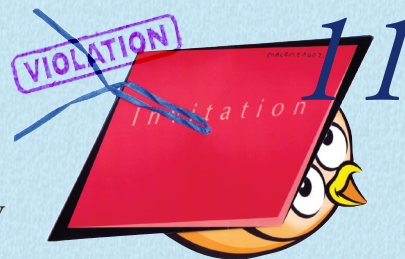


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Article 4.6 of the Malaysian Code of Ethics for the Marketing of Infant Foods and Related Products forbids the advertising of infant formula products in the mass media. Only vetted scientific and educational materials are allowed for health professionals but Mead Johnson's ads abound in professional journals:

- An ad in the *Journal of Pediatrics, Obstetrics & Gynaecology* (JPOG), aggressively pushes **Enfalac A+** infant formula ahead of the competition with boldly crafted statements about the recommended levels of choline and DHA & ARA levels by renowned institutions such as FAO/WHO and the US Institute of Medicine. A flap on the top of ad unfolds to read "**Enfalac A+ ... Supports Development in Early Life**". (see 8)
- The slogan used in another ad in the *JPOG* promotes **Enfalac A+** as the solution for babies with frequent spit ups, a common infant trait. The ad proudly announces that the product is "easy to feed", "supports brain and eye development". As if this is not enough, the ad contains the slogan "Nourishing Children, Nurturing Futures". (see 9)
- An advertisement in the *Medical Tribune* promotes **Enfapro A+** follow-on formula with claims that the product ingredients provide essential nutrients, improved visual acuity and contain important components for brain development. (see 10)
- An invitation to health professionals to attend a talk on "Impact of DHA and ARA Levels on Developmental Outcomes from Newborns to Toddlers" comes in the shape of a mortar board worn by the Mead Johnson owl mascot (see 11). Not surprisingly, DHA & ARA which the company touts as promoting intelligence are key ingredients in **Enfalac A+** infant formula. To encourage participation, attendees are awarded CME (Continuing Medical Education) points. Article 4.12 of the Malaysian Code of Ethics for the Marketing of Infant Foods and Related Products forbids companies from giving incentives in cash or in kind to health professionals.



- It appears as if the stationery seen in the reception area of a private hospital is sponsored by companies including Mead Johnson whose calendar sits right on the edge. (see 12)

**Enfalac A+**  
Supports Development in Early Life

**Enfalac A+**  
Now has Choline at ~24 mg per 100 kcal, equivalent to the level recommended by US IOM.\*  
Choline is an essential nutrient.

**New Enfalac A+**

- Already has DHA & ARA at levels in line with FAO/WHO recommendations. Clinically shown to enhance visual development when measured at 12 months of age.
- Has SA (Sialic Acid). SA is an important component of brain tissue.

**Enfalac A+ AR**  
Designed for infants with frequent spit up

**Effective for reflux**

- Clinically demonstrated to reduce regurgitation

**Easy to feed**

- Fluid in the bottle — flows through a standard teat
- Thick in the stomach — thickens on contact with gastric acid

**Easy to digest**

- Unique rice starch easily digested and well tolerated
- No constipation — clinically demonstrated

**DHA & ARA — supports brain and eye development**

- Levels of DHA & ARA clinically demonstrated to be beneficial\*
- The pre-thickened formula with DHA (17mg/100kcal) and ARA (34mg/100kcal)

**Important Notice:**  
Breastmilk is the best for babies. The World Health Organisation (WHO) recommends exclusive breast-feeding for the first 6 months and should be continued as long as possible, since it will have a negative effect on breast-feeding. Consult your doctor for advice if you are unable to breastfeed.

**Enfapro A+**  
Has increased CHOLINE level at ~24 mg per 100 kcal  
Equivalent to the level recommended by US Institute of Medicine (IOM)\*. Choline is an essential nutrient.

**Has 17 mg DHA per 100 kcal**  
A level clinically shown to enhance visual acuity of infant, equivalent to 1 line on Snellen eye chart measured at 1 year of age.\*

**Has SA**  
SA is an important component of brain molecules.



# An IBFAN-ICDC report on baby food marketing practices

This page forms part of the global monitoring report – Breaking the Rules, Stretching the Rules 2010. Companies' marketing behaviour is measured against the International Code of Marketing of Breastmilk Substitutes and WHA resolutions.

- ❖ This Vietnamese brochure intended for health professionals claims that **Enfalac A+** and **Enfapro A+** contains DHA and ARA to strengthen the immunity of newborns and infants 0-12 months. (see 13)
- ❖ At a hospital in Singapore, two bottles of **Enfalac A+** ready-to-feed samples are usually given to mothers of newborn babies to take home unless mothers opt not to receive them. Upon request mothers can get up to four or more bottles. (see 14)
- ❖ In the US,
  - Mead Johnson diaper bags with formula samples are distributed to all postpartum moms by hospital nurses who are also required to confirm they have done so by signing discharge instruction forms. (see 15)
  - Nurses and cleaners in the postpartum and neonatal intensive care unit wear ID tags and use pens with Mead Johnson company logos.

## Labelling

- Article 9 of the Code requires labels to NOT discourage breastfeeding and inform about the correct use of the product, the risk of misuse and abide by a number of other points.
- ❖ The **Enfamil A+** label in China claims the product's DHA and ARA levels are close to FAO/WHO recommendations.
- ❖ In Vietnam, the **Enfalac A+** label resorts to the promotional claim "supports mental and physical development" to describe the benefits of **Enfalac A+** infant formula.



Vietnam



These models don't look very Vietnamese.



These ready to feed samples come with teats attached.



Apart from hospitals, mothers can also register on the website to get these gifts free.



China



# Stretching the Rules

This page highlights marketing practices which undermine or discourage breastfeeding especially those relating to products which may not come under the scope of the Code.

- ❖ In Hong Kong, an **Enfagrow** TV ad extols the three layers of protection resulting in young children to “learn faster than others by a step”. This is the same slogan used in the TV Enfapro ad. Note the baby cartoon.

(see 1)



- ❖ In Malaysia:

- A photography contest by Mead Johnson entitled “Vote for the most heartwarming moment” was publicised in a Malaysian daily and on the Mead Johnson website. The contest calls for snapshot of parents with their toddlers. It advertises Enfamama, **Enfagrow** and **Enfakid** and a big **Enfa A+** logo promotes the entire the **Enfa A+** range. A toll-free number is given for parents to ask for free samples. (see 2)
- An ad from a Malaysian daily *The Star* shows how an **Enfagrow** kid is able to play with live animals and learn more (and be protected at the same time) while his ‘weaker’ non-Enfagrow counterpart has to make do with toy animals in the safety of his home. The ad also has a cut-out for free sample redemption. To complement the ad, an advertorial entitled “Smart Development” in the same newspaper openly promotes Mead Johnson’s Smart 10 Nutrition System which purportedly provides children “with the best start in life”. Which parent wouldn’t want the best for their child? (see 3)



- ❖ A souvenir booklet to commemorate the opening of the Mead Johnson Asia R&D Center in Thailand and Mead Johnson’s centenary carries the slogan “Commitment to Thailand, Helping Provide Children With the Best Start in Life”. The booklet includes an article on the history of Mead Johnson which is replete with pack shots of the full range of Mead Johnson products and pictures of babies with special nutritional requirements (and the recommended formula for them). There are also advertisements for Enfagrow, Enfakid and Alacta growing-up milks. (see 4 collage)





**JUST IN**

# An IBFAN-ICDC report on baby food marketing practices



This page contains information received after the company report was finalised. They are assembled alphabetically by country rather than sequentially according to Code Articles.

- ❖ In Brazil, an **Enfamil Premium** ad in the *Journal de Pediatria* (the journal of the Brazilian Paediatric Society) says “*Enfamil Premium é a única de formulas infantis com DHA e ARA de acordo com os níveis recomendados pela FAO/OMS*” (the only premium infant formula with DHA and ARA levels in accordance with FAO/WHO recommended levels). It also compares **Enfamil Premium** with breastmilk by drawing parallels with the DHA and ARA content found in breastmilk. A pair of eyes in the ad, one blurred and the other clear, illustrates the advantage of an **Enfamil**-fed baby over one without. (see 1)

Law No. 11265/2006 of Brazil prohibits the commercial promotion of infant formula. Scientific and technical materials are allowed.

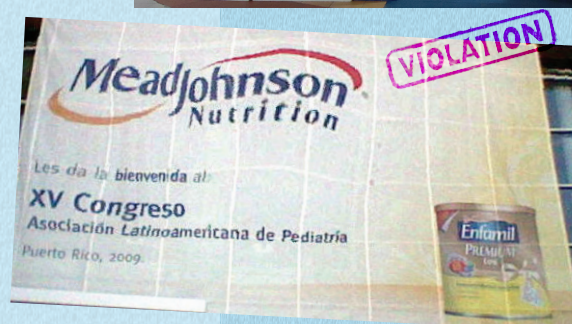


- ❖ To celebrate “100 Years of Mead Johnson” Indian paediatricians received a beautifully packed wooden carving of a mother bird nurturing its young. The slogan *Together we Nurture* on the carving hints at cooperation between doctors and the company. (see 2)



- ❖ In the Philippines:

- A ‘LEARN’ fair in Baguio and Alabang Town Centre entices parents with a teaser which says “*Enter Learntown and experience the Enfakid A+ LEARN System for free!*” Since Enfakid is promoted for young children below 3 years, it is covered by Philippine law and no promotion is allowed without the consent of the Filipino authority. None was given in this case. (see 3)
- Mead Johnson has a tripartite agreement with the Social Welfare Department and an NGO in the “Feeding Hope” programme to solve malnutrition which affects 30% of the country’s children. The initiative, which involves a milk drinking programme in schools and the community, is aimed at firming up Mead Johnson’s reputation as company selling infant nutrition products gives rise to conflict of interest which WHA resolution 58.32 [2005] warns against.



- ❖ A banner announcing the 15th Latin American Paediatric Congress in Puerto Rico features a prominent Mead Johnson logo, its main sponsor, and an **Enfamil Premium** pack shot. (see 4)
- ❖ An Enfa Thong Minh (Enfa intelligence) CD on massage techniques to make your baby more intelligent is given to mothers in Vietnam. (see 5)

