

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.

Danone

Company profile & Code violations

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Known until 1994 as BSN Groupe S.A., Danone has four core businesses: fresh dairy products (principally yogurts); beverages (mainly bottled water); clinical nutrition products and baby foods.

Danone's involvement in the baby food market began with Blédina, a relatively small company in France. In 2007, Danone acquired the Dutch NUMICO group and in one fell swoop it became the second biggest baby food company worldwide. Almost overnight, major European companies such as **Nutricia**, **Milupa**, **Mellin**, **Dumex** and **Cow & Gate** became French-owned. Danone also owns bottled water brands **Evian** and **Volvic**, both of which are promoted as suitable for babies.

Danone sells its products in more than 150 countries; around two-thirds of revenues are generated in Europe, 16% in Asia, and 18% elsewhere in the world. The Group has a Business Conduct Policy which claims that it *"specifically ensures that its baby milk marketing practices comply with national legislation or regulations and any other measure adopted by any government."*

Danone's Policy says nothing about one major tenet of the Code: the obligation of companies to ensure that their conduct at every level conforms to the Code, independent of other measures taken for the implementation of the Code.

Danone describes its mission as bringing health through its products. It calls itself the only food company to focus exclusively on wellbeing. Through its subsidiaries, Dumex, Milupa and Nutricia, Danone produces a range of highly priced formula products. In marketing language, the trend is called 'premiumisation', where product names can acquire "Gold" status and command a higher price.

Designer formulas rest their promotion on the questionable wonders of a probiotic combination called *Immunofortis*. Danone claims this mix stimulates the growth of good bacteria in baby's gut and strengthens its immune system. *Immunofortis* claims have landed Danone in hot soup because regulatory authorities say such claims are not scientifically substantiated.



Aptamil (Milupa) UK



Almiron (Nutricia), Spain



Mamil Gold (Dumex), Singapore

The logos above show how *Immunofortis* is marketed right across brands using the same shield and the same tactics. The practice seems somewhat incestuous.

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Danone companies, their brands and logos



NUTRICIA

Gallia

Milupa

Cow & Gate

Mellin

SARI HUSADA

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Although its Food, Nutrition and Health Charter states that Danone has a strict cross-company procedure to ensure that its nutritional and health claims are truthful and not misleading, the following developments in 2009 refute those lofty ideals.

- a. In February 2010, the European Food Safety Authority (EFSA) rejected Danone's claim linking consumption of its immunofortis prebiotic formula and a claim to "*naturally strengthen the baby's immune system*". EFSA gave an opinion that the evidence provided by Danone is insufficient to establish a cause and effect relationship between the consumption of *Immunofortis* and the initiation of appropriate immune responses. It found some of Danone's data "*limited, inconsistent and irrelevant*". The EFSA opinion impacted on claim-making in products such as **Aptamil** and **Nutrilon**, their marketing and labelling.



Cow & Gate got into trouble for saying in this ad that its follow-on milks "*support your baby's natural immune system*".

- b. Prior to that, in the UK in July 2009, the Advertising Standards Agency (ASA) made a similar ruling against Nutricia (trading as Milupa and Cow & Gate) for unsubstantiated claims in their ads. (See the write-ups under Milupa and Nutricia for more details.)

Despite these marketing setbacks, strong growth in its baby food division and demand in Asia saw the company's full-year 2009 profit rising to €1.36 billion from €1.3 billion in 2008. In 2009, sales in its baby food division grew 7.9%, on a like-for-

like basis, driven by the promotion of stage-two products (for children aged from 6 to 12 months) and stage-three products (12 to 18 months) cereals and prepared foods for toddlers between 18 and 36 months.

Since past monitoring has shown Danone companies to be consistent Code violators, breastfeeding advocates were up in arms when its CEO Franck Riboud was appointed in 2006 to join the Board of Directors of the Global Alliance for Improved Nutrition (GAIN), an alliance which supports public-private partnerships to sell foods and supplements to vulnerable populations. Following pressure, the GAIN Board asked Danone to step down.

The Danone report which follows is assembled according to brand name, in alphabetical order.

Danone's folly - misleading ads

It is not only with baby foods where Danone's advertising strategies are suspect.

In the UK, the ASA told Danone in late 2009 to cease broadcasting TV adverts that stated its one-shot probiotic drinking yoghurt, **Actimel**, could boost the immune system of children. ASA felt that the claim "*went one step too far*" in that it targeted healthy children when much of the evidence related to sick children. The fact the adverts did not make it clear that two **Actimel** drinks were required per day to achieve the immune system-boosting effect were also cited by the ASA as reasons to ban the ad for being misleading.

At around the same time, its American subsidiary Dannon agreed to settle a lawsuit for misleading advertising. It created a US\$35 million fund to reimburse consumers who were enticed into buying its **Activia** and **DanActive** yogurts because of trumpeted health benefits that did not exist.

Apparently, Dannon spent more than US\$100 million to convey deceptive messages to US consumers while charging 30% more than other yogurt products. Countering Dannon's advertising, the lawsuit cited scientific reports there was no conclusive evidence that the bacteria prevented illness or were beneficial to healthy adults – and that Dannon knew this.

An **IBFAN-ICDC** spotlight on corporate marketing behaviour

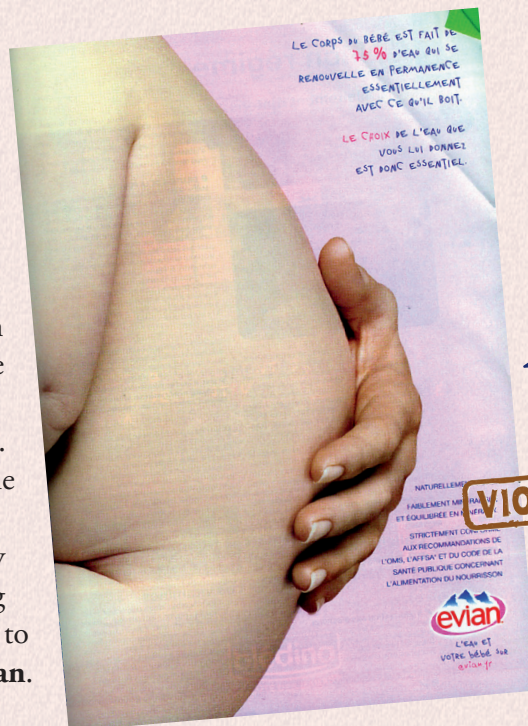
This page focuses on specific responses to issues and discernible trends in the marketing of baby foods by the company under scrutiny. It forms part of the Breaking the Rules, Stretching the Rules report.

Promoting water as a breastmilk substitute

Breastfed babies do not need any other foods for the first 6 months of life, not even water. Danone markets its bottled water products as suitable, even necessary, for use by babies regardless of whether they are breast or bottle fed. This type of promotion targeted at babies at a time when their entire food intake is best fulfilled by breastmilk renders Danone's bottled water into breastmilk substitutes. The products, by virtue of the way they are marketed and represented, are thus covered by the scope of the Code.

❖ In France:

- A leaflet promoting **Evian** bottled water gives detailed instructions with illustrations on how to prepare a bottle of infant formula. The front of the leaflet shows mom and baby in an idealising situation, next to a bottle of **Evian**. (see 1)

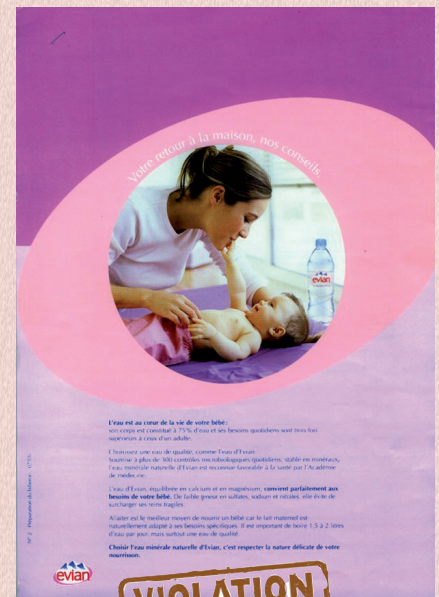


1

2

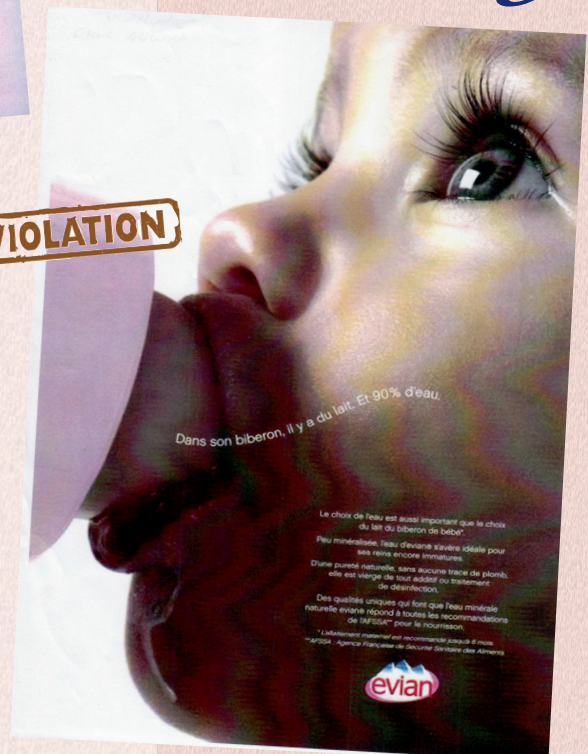
VIOLATION

- An ad in "Mes 12 premiers mois" (edition 2009/2010) and "Happy Baby Book 2010" promotes **Evian** with the statement "Baby's body is 75% water, constantly renewed essentially by what he drinks. The choice of water you give him is therefore essential." (see 2)
- A bottle feeding baby is featured on an Evian water ad with the slogan "In his bottle, there is milk. And 90% water." Choosing water is as important as choosing infant milk, says the ad which goes on to sing the praises of Evian water – pure, virgin, lead-free, no disinfection treatment etc. (see 3)



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VIOLATION



An IBFAN-ICDC spotlight on corporate marketing behaviour

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.

- ❖ In Morocco, the label of its bottled water **Ain Saïss** shows a picture of a baby and states “Because it is light and balanced, **Ain Saïss** is recommended for preparing bottles”. (see 4)



- ❖ At the Mother, Baby and Child Show 2008 in Dubai, UAE, an ad under the title “What you need for your baby’s growth” promotes **Evian** water as “my baby’s natural source of health” and explains how the water, with its filtration process through “the pristine heights of French Alps for 15 years”, “comes to your loved one pure, natural and untouched by man.” Never mind the carbon footprint of transporting the bottled water across the globe. (see 5)
- ❖ The message that Evian bottled water is ideal for all babies is driven home in a UK TV advert featuring babies roller-skating around Evian bottles to a hip-hop beat. (see 6)



The roller skating baby has made a jump to Malaysia as can be seen on Evian water pink bottle collars. Since the product is marketed for feeding young infants it comes under the Malaysian Code which prohibits promotion of such products in retail outlets.

- ❖ On the Evian website, bottled water is represented as perfectly suited for both mother and baby. Entitled “Like Mother, Like Baby” the ad claims that water plays an essential role for mother and baby before and after child birth. Whether a baby is breastfed or formula fed, the ad claims that the primary ingredient is water and that in fact 87% of breastmilk is water, the water the mother drinks. “This water must be of natural purity, consistency and unique balance. That’s why **Evian** Natural Mineral Water is perfectly suited for both mother and baby.” (see 7)



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Blédina Code violations

(Danone)

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Blédina positions itself 'right next to mother' (du côté des mamans) through its various brands of baby foods. In mid 2009, Danone injected €22 million into a Blédina factory in Brive-la-Gaillarde, France, to establish another production line. In November 2009, however, Danone announced plans to reorganise production efficiency at the site following a staff reduction exercise. Blédina also has other plants in Poland and the Czech Republic which are less costly to run.

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LOOK AT THIS!

In the EU, the labels of infant formula and follow-on formula must be clearly distinct from one another so as to avoid any risk of confusion. The ads (right) illustrate how **Blédilait** formulas are labelled to resemble each other so that promotion of follow-up formula, (permitted under EU Directive but not under the International Code), indirectly promotes infant formula products (see 1 with inset) within the same range.

This **Bledilait Relais** 2nd Stage ad found French parenting magazines *Côté mômés*, *Guide Baby* and *Maman* tells mothers "After breastfeeding, go to a milk specially developed to take over". The product is promoted as the infant formula conceived babies who have been breastfed. The states, "Weaning is a delicate process for baby because his digestive system is still immature. That's why **Bledilait Relais 2nd Stage** contains adapted proteins which more digestible for better tolerance. Rich in iron, the kind of iron better absorbed, promotes better growth."

Another ad in the *Happy Baby Book* 2010 for the same product is much worse. titled "You gave him life, continue with **Bledilait 2** with iron better absorbed" the ad shows a baby emerging from a can of **Bledilait 2**. It also warns "without iron, your baby will tire more quickly and be prone to infections." (see 2)



Seeing double – Similarities in label design indirectly promote products within the same range.



Brands

Adlaril
Blédichef
Blédilait
Blédina
Blédine
Diargal
Farigallia
Nursie
Phosphatine

Logos



Blédina – by mother's side



The Blédina bear will take any position to promote a whole range of baby foods!

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Promotion to the public and in shops

- 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 or other forms of promotion of products under the scope of the Code.
- Article 5.2 and 5.4 prohibit 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.

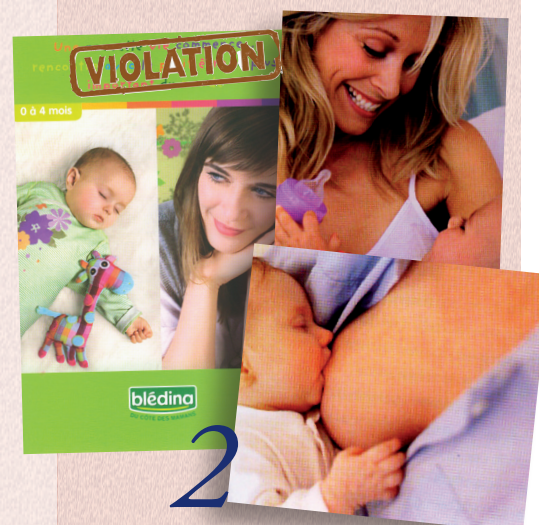
Even though the EU Directive on infant formulae and follow-on formulae allows advertising of the latter, companies are responsible for ensuring that their conduct at every level conforms to the Code. The information they provide and their advertising should not mislead or contain unsubstantiated claims.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

❖ In France:

- A 30-page booklet for moms *La première merveille du monde* says “If you cannot or do not want to breastfeed, know that with formula your baby will have everything he needs at every stage”. It also describes **Blédina** industrial milks as “perfect” for baby’s needs in iron, calcium, fatty acids & vitamins – practically equivalent to breastmilk. The only picture portraying breastfeeding shows a cut off image of suckling whereas most other pages show blissful scenes of father and baby, and mother and baby bottle feeding. There also are ads for **Blédine** cereals and **Blédidej** biscuits which are marketed as suitable for babies from 4 months. To facilitate direct contact with mothers, free hotlines are provided. (see 1)
- The booklet, “Une Nouvelle vie commence Rencontre avec le petit être plus important du monde” (A new life starts ... Meet the most important tiny tot in the world) suggests equivalence between breastmilk and formula by stating that either breastmilk or infant formula are best for the first 6 months. The booklet also states that it is a nutritional imperative for infant growth to use follow-up formula up to 1 year when the global public health recommendation is for breastfeeding to continue and be sustained for up to 2 years or beyond. (see 2)
- The booklet “Amour, biberons et petites cuillères” (Love, bottle and spoons) begins with the statement: “**Blédina** will be with you everyday to offer the best there is for your baby.” Cleverly this brochure tells mothers that “either breastmilk or infant milk is the only food for baby’s immature digestive system” for his first 4 to 6 months and continue with Bledina’s follow-up and growing-up milk until he is 3 years. (see 3)



Nice pictures, but what happened to the breastfeeding mother?



Manipulating mothers through information on infant feeding – which mother would you rather be?



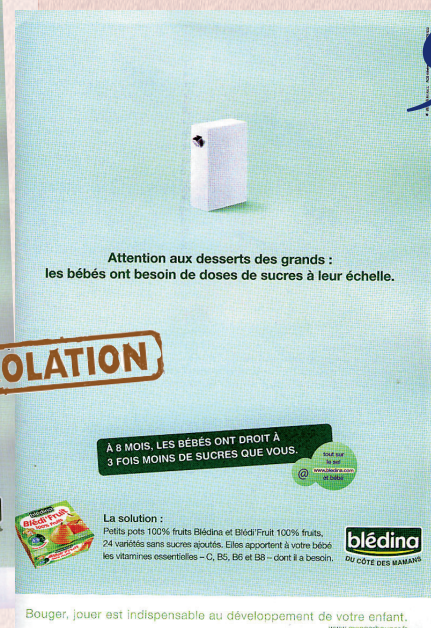
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- Using the same images as in picture 2 overleaf, Blédina catches mothers' attention at birth with a folder "étape 0 à 4 mois - Chaque repas construit sa santé de demain" (Stage 0-4 months – every meal builds his health of tomorrow) with the sole purpose of getting mothers to sign up for the BlédiClub which will give them "weekly menus", access to nutrition experts, newsletters, special offers and gifts. Mothers are promised €150 worth of Blédina products upon joining. Under the Code, companies are forbidden to contact mothers directly or indirectly. Gifts are not allowed. (see 4)
- Gift-giving is also part of the game at baby fairs. Blédina gives out to visitors T-shirts and ball-pens bearing the Blédina brand name and slogan and pens embossed with the product name **Blédilait**. (see 5 & 6)



- Car stickers with the Blédina logo and bear mascot found on labels of **Blédilait 1** and **2** are distributed at pharmacies. (see 7)
- An ad for **Blédisoup** in the *Happy Baby* parenting magazine warns, "Careful, there's hidden salt in adult food". It states that the baby's kidneys filter three times less salt than adult kidneys and provides **Blédisoup** as the solution as the product purportedly contains up to three times less salt than adult food. **Blédisoup** is promoted as suitable for babies from 4 months. (see 8)
- A similar ad in the same parenting magazine, this time for **Bledifruit**, warns "Careful with adult desserts! Babies need sugar dosed to their age." The product said to be 100% fruits and without added sugar is marketed for babies 4 to 6 months. (see 9)



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- Also in the same *Happy Baby* magazine, an invitation is issued to mothers to register with **Blédiclub** because “Feeding your baby is done with care. As of now, Bledina is next to you ... ready to help and advise.” The ad lists the benefits of joining, including personalised advice, chats with nutritionists and ideas for meals. The club offers guides, samples, coupons and other gifts at every stage of the child's development. (see 10)

Promotion in health care facilities

- Article 6.2 bans the 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.

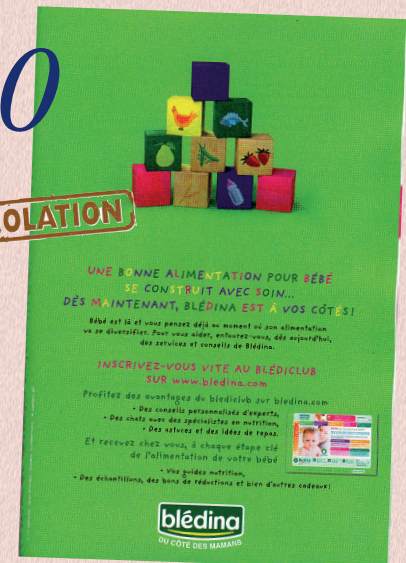
❖ In France:

- At the Association Nationale des Puéricultrices Diplômées et Etudiantes, a large poster on **Blédilait 2** and **Blédilait Croissance** titled “Iron Health, from the first bottle” asks moms if their babies have enough iron and then recommends to give baby at least 500ml of iron-rich formula each day until 3 years of age. One of the claims made is “Infant formula: astonishing iron contributions!” (see 11)
- A doctor's appointment schedule at the Association Nationale des Puéricultrices Diplômées et Etudiantes appears in the form of a bookmark and shows pack shots of **Blédilait 2** both in powdered and liquid form. (see 12)

- ❖ In a hospital in Lebanon, mothers who have Opted not to breastfeed receive a free can of **Nursie** upon their discharge. Another mother claims to have been given free full-size **Nursie** formula as samples.
- ❖ Prescription pad supplied to a hospital in Jeddah, Saudi Arabia and promoting, with huge colourful pack shots: **Nursie 1** & **Nursie Premium** infant formulas, two follow-on formulas and one toddler milk. Back of leaflet shows a child development chart in Arabic. Such prescription pads confer valuable medical endorsement of the products. (see 13)

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Laboratoire Gallia Code violations (Danone)

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Although it is not clearly evident on the materials of Laboratoire Gallia that the products belong to Groupe Danone, the name is mentioned in the Baby Nutrition section of the Danone website.

Promotion to the public and in shops

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- Article 5.1 of the Code prohibits advertising or other forms of promotion of products under the scope of the Code.
- Article 5.2 and 5.4 prohibit 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:

- The booklet *Le Carnet de Bébé*, seen here in two different versions (see 1 & 2) profusely encourages breastfeeding but only for up to 5 to 6 months. One cover actually shows a baby holding a baby bottle asleep on his mom's breast! The booklet contains statements to the effect that formula is close to breastmilk and advises that from the 6th month, milk is no longer exclusive food for baby.

There are ads for **Gallia 2** in its various permutations in both editions (see 3). Parents at health centres receive the booklet as well as a 'baby memo' as gifts. (see 4)

- The same image of the sleeping baby with a feeding bottle also appears in an ad in *Maman* to promote **Gallia Calisma 2**. Entitled **Gallia Calisma 2 – "Le relais de votre lait"** (After your milk), the ad bears the slogan, "after yours, probably the best" and explains that "there is nothing more perfect than mother's milk to strengthen the baby's immune system. To get closer and closer, Gallia created **Gallia Calisma 2**, a unique baby milk which helps to reinforce natural defences of all babies; it's a milk which is specially recommended after breastfeeding." (see 5)

Brands

Gallia
Calisma

Logos



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- **Gallia Calisma 2** is also advertised in magazines such as *Le Guide Baby* and *Happy Baby* which are given out in gift boxes or distributed at baby fairs. The product is described as “*inspired by mother’s milk*” and as the best product for weaning. (see 6)

Promotion in health care facilities

- Article 6.2 bans the 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.

❖ In France:

- In one of the most blatant forms of fashioning a product after the wonders of breastmilk, a poster found at Association Nationale des Puéricultrices Diplômées et Etudiantes, a nursing school in France, shows an idyllic close-up of a mum and her baby above the slogan “*After yours, probably one of the best milks*”. (see 7)
- In contrast, the plain looking note pad below says almost nothing but the logo displayed on it is effective promotion to whoever gets it. When it is used by doctors in health care facilities, there is implicit product endorsement. (see 8)

6



VIOLATION

7



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Dumex Code violations

(Danone)

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DUMEX stands for Danish United Medical Export but only the acronym is used. Dumex began life in 1946 as a pharmaceutical unit of the East Asiatic Company (EAC) of Denmark. Its products span baby formula, formula for mothers and growing up-milks. Its market has traditionally been in Southeast Asia. Key markets are China (which Dumex entered in the late 1990s), Thailand and Malaysia. It also has a significant market share in Brunei, Vietnam, Cambodia and Singapore. The Malaysian manufacturing branch which has been in operation since 1958 exports to 20 countries in Asia, the Middle-East and Europe.

In 2006, Dumex was acquired by Dutch company NUMICO. When NUMICO was in turn bought over by French group Danone in 2007, Dumex became known Danone-Dumex.

Promotion to the public

- Article 5.1 of the Code prohibits advertising or other forms of promotion of products under the scope of the Code.
- Article 5.2 and 5.4 prohibit 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 Singapore:

- Free follow-on formula in cyberspace. The Code as implemented in Singapore covers only infant formula. Taking advantage of the narrow scope, the Singapore Dumex website (www.dumex.com.sg) offers members a free sample of **Mamil 2**. One Singaporean mother reports that she was asked to accept **Mamil 2** samples in order to receive a 'goodie bag', with the purchase of non-related products like parenting books. Also on the Dumex website, a contest offers SGD500 worth of Mamil Gold products. (See 1 & 2)

Brands

Dulac
Dupro
Mamex
Mamil
Mamex Gold
Mamil Gold

Logos



(Website accessed 19 March 2010)

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More on Dumex and Immunofortis in Singapore

- The website also promotes another range of product **Mamil Gold Immunofortis** as “breakthrough in infant nutrition” due to its “immunofortis” content. (see 3)

Note: In neighbouring Malaysia, where the local Code covers both infant formula and follow-up formula, information on the Dumex website focuses only on growing-up milks. Samples are likewise restricted to this range. However the Malaysian website covertly promotes infant formula and follow-up formula through the use of a cursor in the form of an ‘Immunofortis shield’, a logo found on the label of the products. Whilst information on infant formula and follow-up formula is restricted to Malaysian residents it is accessible outside the country.

- Dumex shows off its new ‘breakthrough’ packaging for **Mamil Gold** follow-on formula in the daily newspaper *The Straits Times* and promotes the product with the claim “designed with mothers’ needs in mind”. Parents who provide feedback on the new packaging stand to win supermarket vouchers worth S\$100 (US\$74). (see 4)
- In a Singaporean supermarket, large banners are placed along shelves of **Mamil Gold** follow-on formula. The banner shows a baby with an Immunofortis ‘shield’ on his tummy and the slogan “nourishment for baby’s gut”. (see 5)
- A supermarket in Singapore offers special discounts for **Dulac 1** and **Mamex Gold 1** infant formulas. (see 6 & 7)



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Elsewhere in Asia

- ❖ A supermarket in Cambodia features a special Dumex display with cans of **Dulac Gold** infant formula, **Dupro Gold** follow-on formula and **Dugro** growing-up milk. A sales promoter in Dumex uniform was on hand to promote the products. Article 13 of the Cambodian Sub Decree on Marketing of Products for Infant and Young Child Feeding forbids promotion in shops through the use of special displays. (see 8)



8

- ❖ In China
 - Dumex vies for attention of shoppers with this amazing display of a full range of Dumex products including its infant and follow-on formulas! In the face of fierce competition, this attractive display features a TV monitor with running footage of ads and messages to entice shoppers into buying Dumex. The Chinese Regulations are silent on promotion in shops. However, shop displays like this can be viewed as a form of advertisement which is forbidden. (see 9)
 - A Chinese New Year promotion offers “one free water bottle with purchase” of Dumex products as a festive gift. Note the dolphin graduate on the label of the follow-on formula implying that use of the product will enhance intelligence. (see 10)

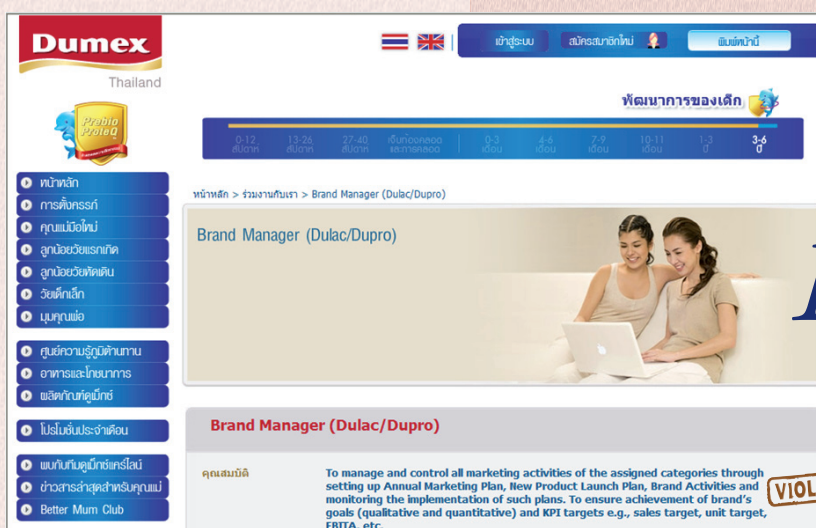


9



10

- ❖ In Thailand, an internet advertisement for the position of **Dulac/Dupro** Brand Manager gives the job description as managing and controlling all marketing activities including product launches, brand activities and meeting sales targets. These reflect the company's intent of pushing its marketing staff to aggressively promote its product in contravention of Code restrictions. (see 11)



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Misleading info

- Article 4.2 requires information to advocate for breastfeeding and not contain pictures or text which idealise the use of breastmilk substitutes.
- For health professionals, Article 7.2 of the Code allows only product information that is factual and scientific.
- WHA resolution 58.32 (2005) prohibits nutrition and health claims unless specifically provided for in national legislation.

- ❖ In Malaysia, a book found at a health care facility, entitled *"A Wondrous Beginning – Your Guide to a Healthy Pregnancy"* (see 1) discusses maternal and infant nutrition. Each page bears the dolphin logos (see 2 & 3) found on Dumex products. The part on breastfeeding wrongly advises mothers to *"clean your nipples with cotton ball dripped in cool boiled water"* which is unnecessary and intended to make breastfeeding difficult and to *"feed your baby alternately on each breast for 10 to 20 minutes"* when mothers should in fact empty one breast first before giving baby the other breast so that baby can have the benefit of both the fore and hind milk. This type of misleading information is unacceptable and sabotages the breastfeeding process, causing it to fail. In the inside back cover of the book is a reply slip (see 4) which offers mothers information materials on nutrition in exchange for proof of purchase of a Dumex product.

(Editor's Note: This booklet was published in 2006 when Dumex was still owned by NUMICO but it was still in circulation in 2009.)

- ❖ In Singapore:
 - **Mamil Gold** is promoted in workshops on child immunity & development where parents who sign up are given free goodie bags.
 - Medical doctors are invited to talk on topics such as *"Immunity Breakthrough in Infant Immunology"* at the Singapore Motherhood Exhibition to promote **Mamil Gold**. Whether this practice will continue in the light of the 2010 findings by the European Food Safety Authority (see Danone company profile) regarding the lack of evidence of claims relating to *Immunofortis*, remains to be seen.



An IBFAN-ICDC report on baby food marketing practices

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Promotion in health care facilities

- Article 6.2 bans the 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.

❖ In Malaysia:

- Hospitals are provided with calendars containing pictures of famous personalities and achievers. The calendars are prominently displayed on counters and tabletops in full view of the public. Although no product names are mentioned, there are the ubiquitous dolphins similar to those found on Dumex formula products on the calendar. The Dumex motto 'Building Better People' along with the slogan 'Bring out the genius' send a clear message about what parents can aspire to with Dumex products. (see 1)

- Samples of Mamex Gold 1 and 2 are routinely given to hospitals and clinics. (see 2)

- ❖ Infant formula promotion manifests itself on a baby blanket in a Singapore hospital. The twin dolphin logo seen on the blanket is the same as on the label of Mamex Gold infant formula (inset). (see 3)

- ❖ In Vietnam, the dolphin mascots found on Dulac and Dupro labels are reproduced on posters and as soft toys and distributed to health facilities to promote brand recognition. Article 10(2)(c) of the Vietnamese Decree on marketing and usage of nutrition products for young children prohibit the donation

of materials that carry the symbols of milk products for children under 12 months in health facilities. (see 4)



Stretching the Rules

This page highlights marketing practices which undermine or discourage breastfeeding especially those relating to products which do not come under the scope of the Code. Sponsorship activities which may give rise to conflicts of interest are also reported here. These activities impact on the promotion of breastmilk substitutes, even though they are not Code violations.

- ❖ In Laos, a height chart bearing the Dumex logo hangs prominently in the paediatric ward of a hospital courtesy of a friendly Dumex representative who is well known to doctors and nurses there. (see 1)

- ❖ In Malaysia:

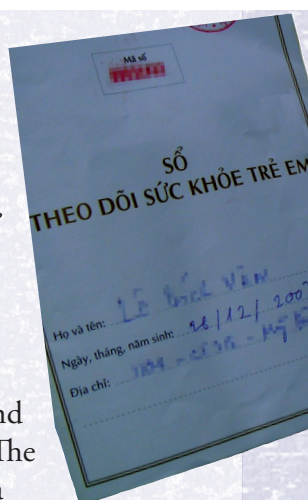
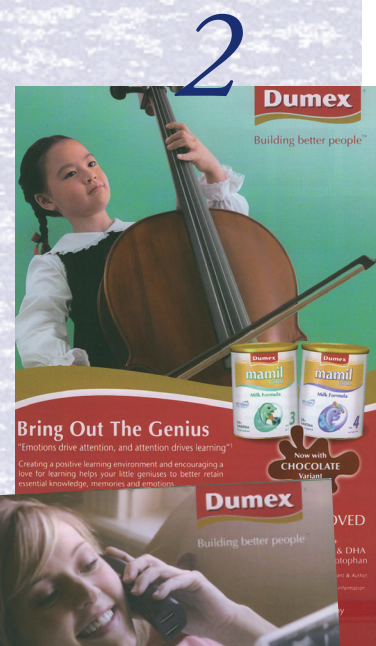
- The Dumex publication “A Wonderful Beginning – Your Guide to a Healthy Pregnancy” (for the cover, see picture 1 in the part on Misleading Info) contains ads for **Mamil** growing-up milk to “bring out the genius” and **Mamil** milk for moms for “shaping your baby’s best future”. (see 2). The **Mamil** name and the dolphin mascot indirectly promote infant formula and follow-up formula which comes under the scope of the Malaysian Code.

- Doctors are invited to participate in the Learning Continuum, a Danone/Dumex education initiative.

The programme includes a workshop conducted at a 5-star hotel in Penang to discuss “gastrointestinal disorders in infancy” and recent advancements and research findings by Dumex. (see 3)

- ❖ In Vietnam, a record book for baby’s growth and immunisation subsidised by Dumex is made available at 2,000 dong (USD0.10) to every parent with young babies. A good form of community service if not for the **Dugro Gold** promotion on the back cover (see 4). The ad shows a huge pack shot of **Dugro Gold** with the slogan “continue the advantages of mother’s milk” alongside the endorsement in gold “Innovation for immunity–prebiotics”. The ad further promotes the product by claiming that it “maintains the superiority of breastmilk”, and helps to strengthen the immune system. The logo on the packshot is similar to formula products in the same range.

WHA resolution 58.32 [2005] warns against conflicts of interest where financial support or other incentives are given for programmes in the area of infant and young child health.



Monitoring helps !

This page highlights how vigilance by individuals and national groups can effectively compel companies into modifying their practices to acceptable levels. Even though irresponsible marketing behaviour will never be fully eradicated, it helps for companies to know that people are watching and will take action.

Pushing sales via baby picture contest

In 2008, Dumex ran a baby contest in Malaysia to commemorate the company's 50th anniversary. Contestants were required to send pictures of babies 1 year and above to win attractive prizes worth RM400,000 (US\$120,000), the top prize being RM50,000 (US\$15,000) in cash and a trip to Tokyo Disneyland for a family of five.



1



2



The original ad (left). After complaints, minimum age changed from 1 year to 3 years (pic 1) and the pack shot shown is Dugro 3 instead of Dugro 1 (pic 2).

To participate in the contest, participants were required to attach a Dumex 50th anniversary logo available on a range of milk products for babies over 1 year old such as **Dugro 1 Plus**, **3 Plus** and **6 Plus**. The entry form which accompanies the ad also served as a market survey as it required participants to state which milk brand they were using. By holding such a competition, Dumex's intentions are pretty clear. Not only are they promoting the use of milks for toddlers, they are also associating happy, beaming children with the company and its full range of products touching also follow-up formula products which are covered by the Malaysian Code.

The Malaysian Ministry of Health was alerted to the ad which many felt went against the spirit and aim of the Malaysian National Breastfeeding Policy which seeks to protect breastfeeding for children up to two years. Following complaints, Dumex made the following modifications to its original ad:

1. Changing the minimum age of contestants from 1 year to 3 years.
2. Replacing the pack shot of **Dugro 1 Plus** marketed for babies 1 year and above with **Dugro 3 Plus** for children over 3.

A small victory but a victory nonetheless. This retreat demonstrates that when individuals or communities are informed and dedicate themselves to stopping unethical business practices, positive outcomes can be achieved!

An IBFAN-ICDC report on baby food marketing practices



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Mellin Code violations

(Danone)

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Mellin, a leading Italian baby food company in the complementary foods category was sold to Royal Numico in 2005 for €400 million. The acquisition of Mellin which at that time had 21% of the market gave Numico the number two position in the Italian baby food sector. With its large grocery channel, Mellin gave Numico a good base to drive growth in a fragmented market. Mellin became a member of Groupe Danone when Numico was taken over by the former.

The violations shown in this section are from Italy. They not only violate the minimum standard of the International Code but some provisions of the 2008 *Regolamento concernente l'attuazione della direttiva 2006/141/CE per la parte riguardante gli alimenti per lattanti e gli alimenti di proseguimento destinati alla Comunità e gli alimenti per lattanti e gli alimenti di proseguimento destinati all'esportazione presso Paesi terzi* which is stronger than the EU Directive.

Brands

Mellin Latte 1
Mellin Latte 2
Mellin Latte di Crescita
Mellin Linea Baby Colazione
Mellin Omogeneizzati di frutta

Logos



LOOK AT THIS !

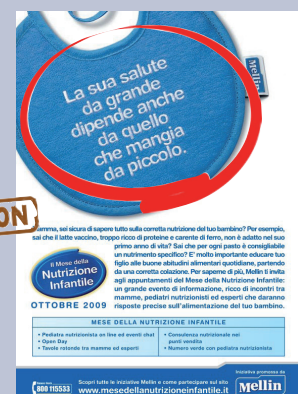
An event under the theme “Naturale o formulato” (Natural or formulated) was organised by a public relations company for journalists. It was held at a splendid villa near Verona and paid for by Mellin. It attracted journalists with a discussion about the dilemma of breastfeeding versus formula when “breastmilk is insufficient.” The organisers lined up ‘experts’ to brief journalists so that they would convey ‘right messages’ about the company’s formula to parents. Although the Mellin name was not mentioned, organisers confirmed that the event was paid for by Mellin. The other giveaway was the fact that a statement on the publicity material mirrors a slogan in a flyer about the ‘infant nutrition month’ in 2009.

Article 13 of the Italian Regolamento prohibits companies to sponsor educational events unless organised by a professional association distinguished for promotion of breastfeeding.



Cover page of the publicity material

THE LINK TO MELLIN?

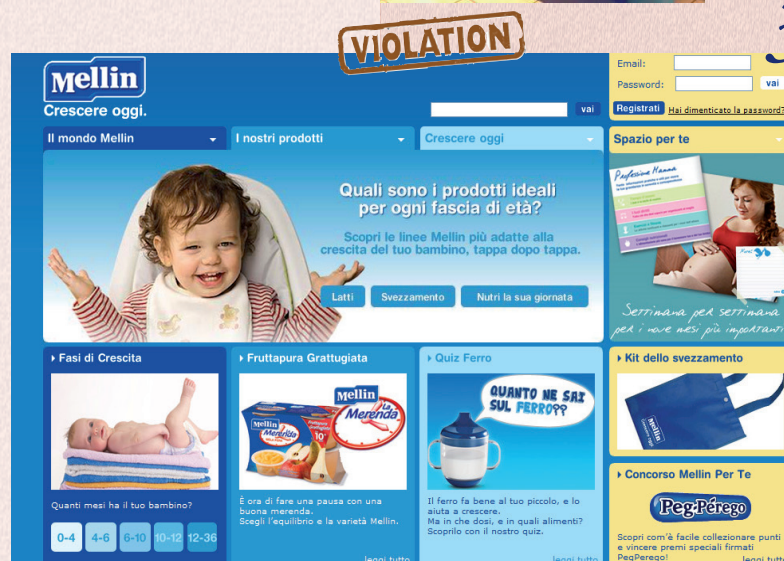
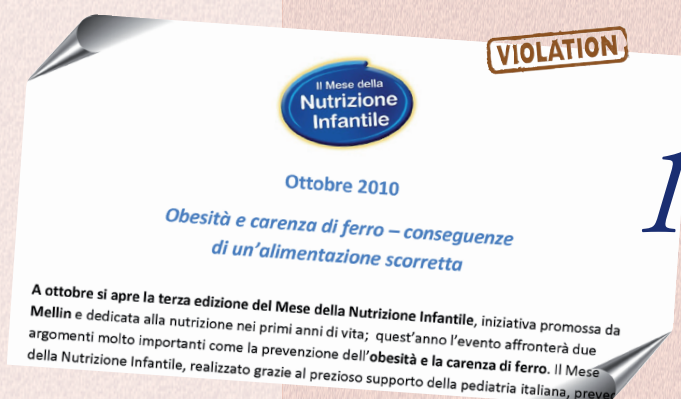


The statement in the centre picture – “La salute del futuro adulto dipende anche da quello che si mangia da piccoli” (the future health of a child depends also on what he is eating now) is similar to the slogan “la sua salute da grande dipende anche da quello che mangia da piccolo” – the health of an adult depends on what he eats as a child” used by Mellin to promote its 2009 Nutrition Month (see right).

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- Iron deficiency and obesity is the focus of Mellin's Month of Nutrition in October 2010. As part of the celebration, Mellin offers a range of activities which will give it access to parents, including free on line counselling to parents on nutrition and growth and development of babies from birth to three years. (see 1)
- Shops have special display of Mellin products. Display stands show images of babies at various stage of development and announce personal counselling by nutrition experts. (see 2)
- The Mellin website stresses the importance of not feeding cow's milk before 12 months. It pays lip service to breastfeeding, alongside displays of products labelled from 4 months. Herbal drinks with no age indications are promoted as useful from the first months of life, to help digestion, to give relief to little stomachs and when baby finds it difficult to sleep. (see 3)
- The distribution of formula samples to hospitals is widespread. Hospitals receive samples from different companies on a rotational basis including from Mellin. Discharge letters praise breastmilk but give outdated and discouraging information on breastfeeding. They go on to say that when breastmilk is insufficient the hospital advises supplementation with **Mellin**. This amounts to an implicit endorsement of the product in question.



The Italian Regolamento prohibits all forms of advertising of infant formula. Advertising of follow up formula should not interfere with or discourage breastfeeding and should not imply that products can be used for under six months. Discharge letters issued to mothers after delivery must not contain a prescription or advise the use of formula.

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Milupa Code violations (Danone)

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Milupa started as a small family business dealing in biscuits and sweets in Friedrichsdorf, Germany in 1921. Founded by Emil Pauly, the name Milupa is an anagram of the last three letters of his first name and first three letters of his second name. The Pauly family began to develop cereal based meals in 1933 and launched its first infant formula, Milumil in Europe in 1964.

Milupa was acquired by Dutch company Nutricia in 1995. A holding company was created by the name of NUMICO to reflect the first syllables of Nutricia, Milupa and Cow & Gate, an earlier acquisition. In 2007, NUMICO was in turn acquired by Groupe Danone, making Milupa part of Danone.

Milupa's main market is in Europe. Figures submitted in an arbitration case concerning the Milupa trade name show that prior to its acquisition by Danone, its infant foods had a market share in Germany, Switzerland, Hungary, Turkey, Bosnia and Cyprus of over 30%, in Austria of 60% and in Slovenia of 85%. The company now also markets aggressively in the Middle East.

Brands

Aptamil
Milumil
Milupa

Logos



Two symbols of strength—a bear and a shield—help prop up the shaky claim that immunofortis “reinforces the immune system”.

LOOK AT THIS!

In July 2009, the UK Advertising Standards Authority upheld complaints brought by the UK IBFAN group, Baby Milk Action, over an advertisement for the Milupa **Aptamil** brand of follow-on formula. The ad says **Aptamil** is the ‘best follow-on milk’ and claims that ingredients called *immunofortis* help to protect against infection. The Advertising Standards Authority (ASA) found, after a two year investigation, that the ad is in breach of the advertising code clauses on substantiation, truthfulness and comparisons. The ASA also told Milupa to remove claims about infant immune system benefits because of lack of evidence.

Milupa, in its defence, said that *Immunofortis* had been approved at European Commission (EC) level, and because it was the only one containing both prebiotics and nucleotides, it was therefore superior to other follow-on formulas on the market. It provided a table of ingredients and nutritional benefits to show why this was so, but the ASA said it was not substantive enough to back Milupa's claim that its formula was the best. The ASA noted the EC had called for further research into *Immunofortis*, and the level of evidence Milupa had supplied was not sufficient.

Editor's note: The European Food Safety Authority (EFSA) in February 2010 gave an opinion that the evidence provided by parent company Danone is insufficient to establish a cause and effect relationship between the consumption of *Immunofortis* and the initiation of appropriate immune responses including the defence against pathogens. While the EFSA opinion was still pending, Milupa forged ahead with an application to the UAE Ministry of Health in January 15, 2010, to place an ad in newspapers to announce a series of medical symposia on its range of *Immunofortis* baby milks. The draft ad persisted in claiming that *Immunofortis* has been clinically proven to naturally strengthen the immune system despite the UK ruling and questions regarding the legitimacy of the *Immunofortis* claims in Europe. Fortunately, Milupa's request was turned down by the authorities in Abu Dhabi.



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While the UK ASA was still deliberating on whether or not to allow the ad with its immunofortis claims, Milupa was running full throttle with a similar ad across the channel in Europe over 2008 and 2009.

❖ For example, in Baby Boom (see 1), the official Milupa newsletter distributed free of charge in pharmacies in Switzerland, the same images appear with a different title, “The immune system of your baby is the focus of Aptamil Research”. (see 2) The message is essentially the same but instead of claiming Aptamil as ‘the best follow-on milk’, Swiss readers are told: “After many years of research on breastmilk, inspired by it, our experts developed Immunofortis, a unique mixture of ingredients close to those in breastmilk. This exclusive patented formula reinforces the immune system of your baby.” The ad gives a 0800 number for mothers to call for nutrition advice and ends with the slogan “Aptamil. Inspired by breastmilk, supported by science.”

- An article in the newsletter explains how by nature infants are vulnerable to infections because their immune system is not yet fully developed. Although it concedes that breastmilk reinforces the developing immune system of the infant and gives baby all it needs to grow up healthy, the emphasis is on *Immunofortis*, the mixture that makes **Aptamil** the better choice after breastmilk.

- More Code violations from the newsletter are recorded under the section on promotion to the public.

❖ The Milupa website (see 3) in Switzerland also sings praises for **Aptamil** with *Immunofortis* making the product out to be the best choice after mother's milk by showing several recent clinical studies on how **Aptamil** naturally reinforces the immune system of your baby.

Editor's note: The Swiss Code falls below the minimum standard set by the International Code. Switzerland does not belong to the EU but most Swiss laws and standards are in conformity with EU norms to facilitate trade. The EU ruling should impact on the claims Milupa makes in Switzerland.



VIOLATION



2



Immunofortis promotion n Germany



"Aptamil milks contain Immunofortis, a blend of unique and patented natural nutrients whose functional properties are similar to those of breastmilk." Website accessed on 25-03-2010.

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Promotion to the public and in shops

- Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.
- Articles 5.2 and 5.4 of the Code prohibit companies from giving samples and gifts to mothers.
- Article 5.3 of the Code bans promotional devices at the retail level.

- ❖ In Germany, Milupa's home country, internet promotion for Milupa products is rife:

- Visitors to the main website (www.milupa.de) get a bird's eye view of all available products and are able to write in for free samples and free advice. Claims regarding prebiotics, its similarities to the pattern of breastmilk and purported functions (promoting a healthy intestinal flora and a balanced digestive system with boosted immunity) form part of the information to mothers.
- Mothers who register on the website receive a packet through the post containing an information booklet, a spoon, a discount coupon and a sample of **Aptamil Milchkreis** (milk porridge) which mothers are advised to use when the baby is 5 months old.



Idealising claims



Samples to bait mothers with.



Breaking all the rules - bird's eye view of products on offer ...



...including 'digestible' teas 'with no extra sugar' for babies as of the 1st week...



...with 24-hour hotline for mothers...

...and samples for mothers who register.



This is where it all begins.



Encircling baby with Aptamil 2 at 4 to 6 months.



Special offers online

All webpages accessed on 2 April 2010

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- ❖ As if it is not enough for mothers in Germany to receive product promotion, samples and gifts through packages in the mail (see 1) when they join the Milupa baby club on the internet, the company also supports a mothers' internet magazine which offers a 'Babyentwicklungskalender' (baby's development calendar) (see 2) complete with information on childcare and nutrition at every stage. On the calendar are Milupa product ads.

In fact, Milupa's contact with mothers begins even before baby is born as expectant mothers can register for a pre-natal

'passport' (see 3) to enter results of screening tests right from the word 'go'. Mothers also receive information loaded with Aptamil product promotion to accompany them through 'pregnancy, birth and ten months after'.

- ❖ In the *Junge Familie* parenting magazine an Aptamil 2 ad (see 4) shows an adoring mother bottle feeding her baby framed by the shape of the Aptamil shield. The ad explains the Aptamil protection principle with the text "Aptamil naturally supports your baby's resistance via prebiotics following the breastmilk example". Equivalency with breastmilk is stressed again by smaller text at the bottom which describes the product as being close to breastmilk via patented prebiotics, the reason, why "more than 70% of maternity clinics trust the Aptamil brand". The ad comes with an additional flap containing a form which mothers can fill to get an Aptamil sample. Elsewhere in magazines like *Eltern*, a follow-up ad on Aptamil milchbrei (porridge) shows a baby enjoying his first spoon of Aptamil porridge, which is promoted from the 4th month. (see 5)
- ❖ Price reduction for Milupa products, such as Aptamil Pre is common in drugstores in Germany (see 6).



Note how the arrow points to a 'save €1' coupon for Milupa products.



Delivered to mother's doorstep upon registration.



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❖ In Switzerland:

- The 32 page *Baby Boom* booklet (featured in the second page of this Milupa report) distributed free in pharmacies in Switzerland, contains pictures of happy healthy babies and packshots of Milupa products on nearly every page. Its biggest selling point is *Immunofortis* which is promoted as a given without reference to scientific data and research. Products advertised include **Milumil** formula, Milupa teas, Milupa cereals and **Milupa Brei**, all which marketed as suitable from as young as 4 months. (see 1). Some of the ads found in this booklet are described below:

- 'Delicious' first biscuits recommended for babies after 5 months, a period during which babies should still be exclusively breastfed. (see 2)
- This ad states "**Milumil** supports the harmonious growth of your baby", and claims the product is easily digested, tastes pleasant, is satisfying, filling and reinforces the immune system. (see 3)
- Marketed as suitable from 4 months, **Milupa brei** with vegetables and fruits is promoted with the slogan "*good food habits start at a very young age*". (see 4)
- This advertorial for Aptamil 3 which is marketed as suitable for babies from 8 months encourages bottle feeding by demonstrating how a teat can be screwed on its ready to feed bottle "*because you don't always have the time, Milupa has prepared the bottle for you.*" (see 5)
- Lastly, Aptamil has developed a **Good Night** milk with *immunofortis* specially formulated "*to satiate your baby during the night*" because a good night's sleep is important for you and your baby. (see 6)



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- ❖ Also in Switzerland, mothers are asked to fill in forms disclosing baby's date of birth, mother's address and contact number to get samples of **Aptamil Pre**, **Aptamil HA Pre** or **Milumil 1**. The form shows pack shots and includes description of each product. (see 1)



20 g samples of **Aptamil 1** and **Aptamil HN25**, both of which are marketed as suitable from birth, obtained from pharmacies in Switzerland. Some parents report receiving the samples from their paediatricians, others get them delivered to their homes.

- The names obtained from mothers are put to good use in direct junk-mailing by the Coop store in Switzerland. Coop works with selected companies selling baby products and foods and sent the *My World* magazine to new mothers offering unsolicited "good advice and advantageous coupons for parents". The magazine carries ads and rebate coupons for all participating brands including for **Aptamil 2** and **Aptamil 3**. (see 2)

- ❖ In the UAE, a soft 'plasticised' baby book with the Milupa name and *Immunofortis* bear and shield logos are distributed to visitors at a Mother, Baby & Child Show in Dubai. (see 3)



- ❖ And in the United Kingdom, a shelf talker promotes **Aptamil 1** infant formula at a supermarket. Although the product shown on the shelf talker is a follow-on formula, the colouring and placement promote the infant formula. (see 4)



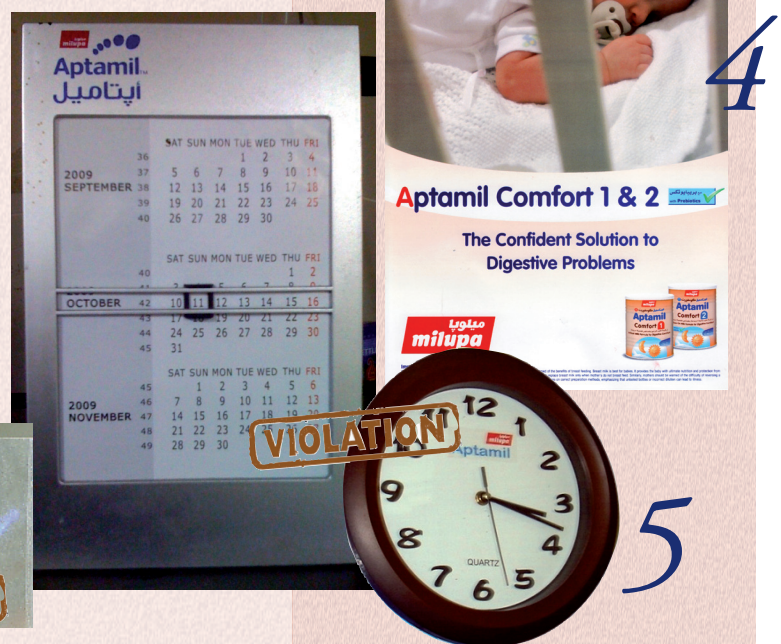
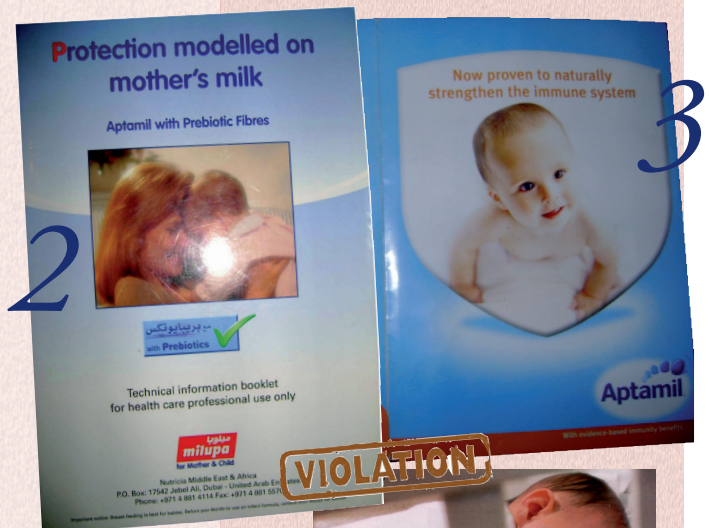
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Promotion to health workers & health facilities

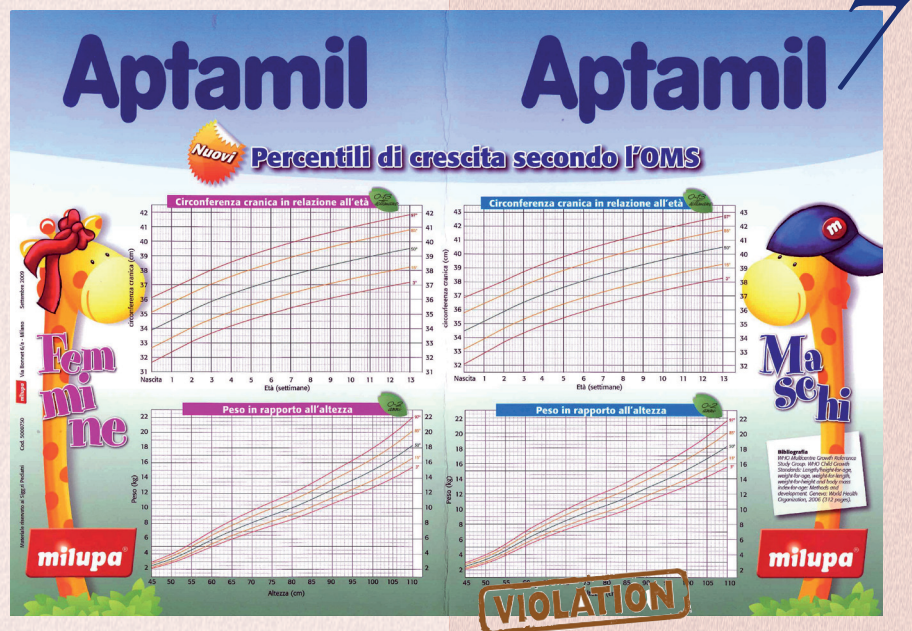
- Article 6.2 bans the promotion of products within the health care system.
- Article 6.3 prohibits the display of products, placards and posters or the distribution of company materials unless requested or approved by the government.
- Article 7.3 provides that there should be no financial or material inducement to promote products.
- ❖ In Albania, brochures on **Aptamil 1, 2 and 3, Aptamil HN 25** and **Aptamil Prematil** are distributed in health facilities. Note pads inside a folder marked "*Studies about the care of children*" come with the brochures. They describe how **Aptamil 1, 2 and 3** are the best solution after breastfeeding. (see 1)
- ❖ In Egypt:
 - A brochure for health professionals entitled "*Protection modelled on mother's milk*" discusses the prebiotic fibres found in **Aptamil** and shows an idealising picture of a mother and child. (see 2)
 - A second brochure on **Aptamil** claims that the product is "*now proven to naturally strengthen the immune system*". (see 3)
 - Another brochure titled "*The Confident Solution to Digestive Problems*" idealises **Aptamil Comfort 1 and 2** with a picture of a soundly sleeping baby. Charts show how **Aptamil Comfort's** "*unique composition*" is like no other commercial formula and gives babies "*a natural intestinal flora*" like in breastfed babies. (see 4)
 - Other promotional items found in Egyptian health care facilities include an **Aptamil** clock and calendar. (see 5)
- ❖ In France, mothers get a cute little band aid bearing the **Aptamil** bear mascot to brand little baby with when she gets vaccinated. (see 6)



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- ❖ In Italy, paediatricians were given large desktop-size charts showing WHO's Child Growth Rate Standards based on breastfed male and female children. The **Aptamil** name appears at the top of the chart in bold type, ensuring visibility by both doctor and patient. Juxtaposing the **Aptamil** and **Milupa** names with WHO charts could suggest endorsement by WHO. (see 7)
- ❖ A bilingual **Milupa** prescription pad in the UAE confusingly entitled "give your child the best start in life" but marked "for Health Care Professionals Only" is distributed in primary health centres in Sharjah in the UAE. It shows a full range of **Milupa** cereals and a feeding schedule which indicates that babies can start on cereals at 4 months. The pad is meant to double up as an information leaflet for mothers and, indeed, these leaflets were distributed at the *Mother, Child and Baby Show* in Dubai. (see 8)
- ❖ In the UK, the British Journal of Midwifery includes a **Milupa** calendar showing the **Aptamil** brand and claims about the formula. The journal also carried an advert presenting **Aptamil** formula as superior to other brands, a claim **Aptamil** may no longer make after the ASA ruling. **Aptamil** is also advertised in the Royal College of Midwives Journal, focusing on the same disputed claims about *Immunofortis*. (see 9)



milupa

Feeding Schedule

Age of the Infant	0-3 months	4 months	5-6 months	7-12 months	From 1 year
Cereals		12 spoon	12 spoon	12 spoon	12 spoon

VIOLATION



Aptamil

NEW research shows the benefits of IMMUNOFORTIS' prebiotic oligosaccharides can last for up to 2 years!

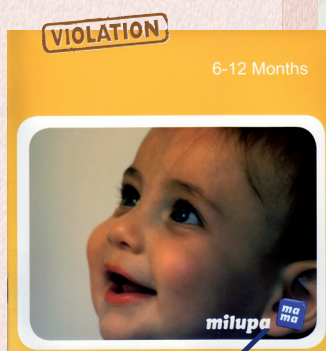
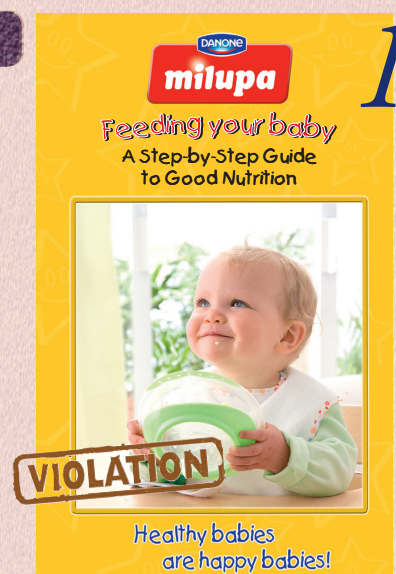
VIOLATION

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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 idealise the use of breastmilk substitutes.
- For health professionals, Article 7.2 of the Code allows only product information that is factual and scientific.
- WHA resolution 58.32 (2005) prohibits nutrition and health claims unless specifically provided for in national legislation.
- ❖ In Canada, Milupa's *Feeding Your Baby*, a step-by-step guide to good nutrition which is available online, informs mothers that “Babies fed on formula grow and develop as well as breastfed babies.” Mothers are also advised, despite the global recommendation on breastfeeding, to give solid foods to babies at 4 months because they will require “additional nutrients which breastmilk or formula alone cannot supply.” There is also promotion of Milupa ‘starter cereals’. (see 1)
- ❖ In France in 2008, a folder bearing an idealistic picture of mom and dad with a bottle feeding baby and a smaller insert showing the same baby cuddling up to the mother and the statement “After Breastfeeding” contains tear-off sheets with Q&A on weaning and on preparation of bottle while the inside cover shows pack shots of **Milupa 1** and **2** and the slogan “Milupa – innovations inspired by breastmilk”. A fanfold leaflet with the same idealising images promotes different **Milupa** formulations for different baby ailments – constipation, diarrhoea, allergy risks, premature birth and cow's milk allergy etc. Illustrated with pack shots and picture of bottle fed baby. (see 2)
- ❖ In Switzerland, the same images are used a year later for the promotion of the same products but the materials now bear the statement that the product “reinforces the immune system of the baby”. (see 3)
- ❖ In the UAE, a booklet on infant feeding 6-12 months downplays the role of breastmilk after 6 months. It implies that follow-on formulas have the adequate level of iron and prebiotics to fulfil the baby's extra needs at this stage. No product name was mentioned in the main text but an ‘important notice’ on the inside back cover states that **Aptamil 2** has been specially formulated to supplement the solid food protein of the older baby's diet. None of the Code Article 4 requirements are met. (see 4)



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Labels

- Article 9 of the Code requires labels to NOT discourage breastfeeding but inform about the correct use of the product, the risk of misuse and abide by a number of other points.
- WHA resolution 54.2 (2001) advises exclusive breastfeeding for six months which means that the recommended age for use of complementary foods cannot be under six months.
- ❖ In Germany, the label for **Milupa** follow-on milk has been re-designed to include a face of a baby. The label is also found on the same product in Luxembourg. (see 1)
- ❖ In Lebanon, all complementary foods under the **Milupa** range, including seven types of cereals and rusks, are labelled as suitable from 4 months.
- ❖ In Spain, the outer sleeve of **Milupa frutapura** indicates that the product is suitable from 4 months and has the picture of both a baby and a toddler. (see 2)
- ❖ In the UK, only claims permitted by law are allowed to appear on labels. The **Aptamil** label uses the word *Immunofortis* for its prebiotic mix, implying that the product will strengthen the immune system. The prebiotic mix is idealised with the slogan "Inspired by breastmilk" while the product itself is described as "best infant milk". (see 3)

BTR awaits news as to whether the label for Aptamil infant formula will change with the EFSA ruling (see company profile) especially when new labeling provisions in the revised UK regulations come into force in 2010.



Labels before (right) and after 2009 (left). The EU Directive requires labels of follow-on formulas to be different from infant formula but this is surely a step in the wrong direction?



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. Sponsorship activities which may give rise to conflicts of interest are also reported here. These activities are intended to promote breastmilk substitutes even though they are not Code violations.

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.

- ❖ This ad, appearing in publications such as "Emirates Parent Plus" and the *Show Guide of the Mother Baby & Child Show* in Dubai repeats the claim made about **Immunofortis** for **Milupa 3** growing up milk. (see 1)

In May 2008, a notice to show cause was issued by the Department of Health Advertisement, Ministry of Health, UAE for promoting **Milupa** growing milk without prior permission, as required by law.

- ❖ This sample of **Milupa 3** (see 2) marketed from 1 to 3 years, given at the same expo indirectly promotes **Milumil 1** and **2** through the use of the same polar bear and shield logo. Although no products are shown on the gift bag (see 3), distributed to visitors at the Mother, Child and Baby Show in Dubai, UAE, the polar bear and **Immunofortis** shield, featured on both sides of the bag, is found on Milupa's range of formulas. The gift bag contains information materials on infant and young child feeding (see 4) and product samples.

- ❖ Expatriate women in Dubai are invited for a coffee morning to talk about "All things Baby" which includes a presentation by **Milupa** on infant feeding. Gift packs and refreshments are offered! (see 5)

1



2



3

4



5



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 ad for **Aptamil 1** and **2** in the *Journal de Pediatria* (journal of Brazilian Pediatric Society) promotes the “unique” **Aptamil 1** and **2** with 0.8g of prebiotics per 100ml of formula. Two shields, one representing benefits for the immunity system and the other for the intestinal system represents **Aptamil 1** and **2** as unique formulas that provide many benefits. (see 1)

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

- ❖ In Estonia:

- A TV ad shown mostly on Sundays and weekday evenings promote **Aptamil 3** with slogans like “protecting the inside of baby”. The young baby is shown with a ‘force field’ around it in many scenes; a protection afforded by **Aptamil 3**. (see 2)
- The www.aptilamil.ee website invites mothers to register the details of their babies to get a present. This will enable the company to get in contact with mothers at relevant stages. (see 3)
- The same website provides Estonian mothers of 3-6 month old babies with misleading information (www.aptilamil.ee/?object_id=825). It suggests that baby is ready to give up breastfeeding when he demands for more breastmilk; puts his hands to his mouth; or is not satisfied with breastmilk alone. This is followed by information on complementary foods and follow-up milks. (see 4)
- A breastfeeding book (www.aptilamil.lv/flashbooks/breastfeeding/ee/) provides information that may result in failure of breastfeeding such as timed feeding from birth and early introduction of complementary foods. (see 5)
- A photo campaign at a supermarket chain offers shoppers free professionally taken photographs of their babies when they purchase two **Aptamil** or **Milupa** products. (see 6)
- Shoppers are able to purchase **Milupa** products at a cheaper price when they use a leading customer discount card. (see 7)



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 Ireland, Milupa spearheads an “initiative to support and encourage breastfeeding” on www.mumslikeus.ie. The Aptamil brand name and logo appears on the front page so that mothers who stop breastfeeding early will remember the brand. (see 8)

- ❖ In Romania:

- The labels of Milupa products including Milumil and Milupa cereals are in German. (see 9)
- The label of the Milumil **Schlaf gut Fläschchen** (Good Night Bottle) follow-up milk shows an idealising picture of a baby sound asleep and contains claims about probiotics. (see 10)



- ❖ In Serbia, ballpoint pens with the Milupa name are given out at a health professionals meeting. (see 11)



Stretching the Rules

- ❖ In the UAE, a sticker on the lid of Aptamil 2 advertises Milupa 3 with the slogan “Continue to support your baby’s immune system with immunofortis”.
- ❖ In the UK, Milupa provides a grant of £20,000 for midwifery training through Tommy’s, a charity which funds research into pregnancy problems and provides information to parents. By supporting midwives, Milupa stands to gain the goodwill and loyalty of the midwives they support. The Aptamil brand name appears on publicity materials relating to the grant. Knowing full well that Milupa violates the Code, Tommy’s gives notice to midwives who are unwilling to receive money from a company that promotes breastmilk substitutes to refrain from applying. This is tantamount to abetting midwives to engage in activities that may give rise to conflicts of interest.



An IBFAN-ICDC report on baby food marketing practices



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Nutricia Code violations

(Danone)

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Nutricia, was established in 1896 in the Netherlands as a small dairy producer. It went on to specialise in milk and cereal products and from the 1980s commenced a spate of acquisitions. Companies like Lijempf (Netherlands), Cow & Gate (UK) and Milupa (Germany) were brought under the umbrella of NUMICO. In 2007, NUMICO was acquired by Danone. Nutricia continues to operate under its own name and act as Danone's manufacturing and marketing arm for products of its former subsidiaries. Their shared lineage is discernable from the intermingling of their marketing tactics, slogans and logos.

In July 2009, the UK Advertising Standards Authority (ASA) ruled, on a

complaint that was lodged by the National Child Birth Trust UK that two Cow & Gate ads entitled "Still building their self-defences" and "Immune system under

construction" were misleading because of a claim in the ads that their follow-on milk "supports your baby's natural immune system". The ASA held that the claim was unsubstantiated and based on a study that was not relevant for the product and that the ads must not appear again in their current form. Nutricia was also told to produce robust evidence to support their claims in future ads. Nutricia is reported to have accepted the ruling in its entirety.

Trading as Milupa, Nutricia also came under fire from the British public for similar promotion. See Aptamil ad above and write-up under Milupa details for the ASA ruling.



Made in the same mold ...



... following the same fold.

... and caught in the same bind



Brands

Cow & Gate
Nutrilon
Bebelac Karicare
Nutricia 1 & 2
Nutricia Confort
Nutrical Lémiel
Nutricia A.R
Nutricia Goodnight
Nutricia Pepti Junior
Nutricia Baby Soif
Bambix

Logos



Bebelac®

Karicare



An IBFAN-ICDC report on baby food marketing practices

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Promotion to the public and in shops

- 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 a store in Armenia, Nutricia products including formulas are displayed on a shelf in the shape of a feeding bottle. (see 1)



❖ In community health centres in France:

- A series of booklets and brochures distributed to mothers contain interesting information for parents but end with the promotion of brands, **Nutricia 2**, **Nutricia Confort Plus**, **Nutrical Lémiel** and **Nutricia A.R.** (see group 2)

- When companies print advice on infant feeding for parents, they have to emphasise breastfeeding. This leaflet with holiday tips would have been a perfect opportunity for Nutricia to abide by the Code and to highlight how breastfeeding is convenient for mothers traveling for babies. Instead this leaflet distributed in a local mother and child centre in France entitled "Happy Holidays with Baby" lists things to take on holiday. First on the list is Nutricia Ready to Feed formula for travel. It carefully avoids any mention of breastfeeding. (see 3)



From breastfeeding to bottle



Guide on my baby's sleep



The Guide for Pleasure and Taste – "For babies who are gourmards and gourmets ..."

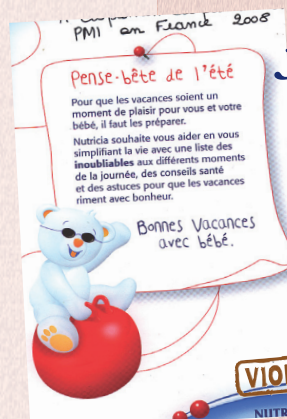


Regurgitation?



Latest booklets show that these products now have a prefix to their name are called Milumel Nutricia

- In the booklet, "Programme for feeding", a feeding schedule on its inside cover shows a range of Nutricia products **Nutricia Lémiel 1**, **Nutricia Confort Plus 1**, **Nutricia 1**, **Nutritilon A. R** and **Nutricia Soja**. The schedule is complemented by a pad of tear-off feeding introductions which makes it easy for doctors to prescribe Nutricia products. There is no statement regarding the benefits and superiority of breastfeeding. (see 4)



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- These two different publications promote Pepti Junior for babies who are allergic to cows'milk. No mention is made about breastfeeding, the best way to overcome cow's milk allergy. (see 5 & 6)



5

"Is your baby allergic to cow's milk protein?" How to choose his feeding? For these questions, Nutricia would have every mom believe that Pepti Junior is the answer.

These leaflet says nothing about breastfeeding, only scary comments about allergies and on the back page a very happy baby with Pepti-Junior. "Your baby allergic to cow's milk - Nutricia is with you to make your life easier."



Front of leaflet

Back of leaflet

- The folder entitled "mother's words – what they don't always tell you" purports to help doctors in giving advice to mothers. In actual fact, it promotes Nutricia Lémiel "for babies who are forever hungry and refuse the taste of breastmilk". The folder contains two sets of information, one for the 'gourmand' baby and the other the 'gourmet' baby. (see 7)



Front and back of folder advertising Lémiel for greedy and picky babies?

- A round 14-page booklet for the same product entitled "for hungry and gourmet babies" explains how Nutricia has a range of products for all tastes and all ages but when a healthy baby refuses his bottle it can simply be because of the taste. The solution is of course Nutricia Lémiel 2, which is specially formulated to fulfil the little appetites of the 'gourmands' and 'gourmets'. (see 8)

Won't touch his bottle? Go for the Lémiel taste, and here's a sample



Cover of the Lémiel 2 note pad shows baby, pack shot and phrase "for babies who are always hungry or who refuse the taste of infant formula." Post-it notes inside allow for baby's next appointment to be fixed.

- Lest mothers forget, they are given their next appointment with the doctor on a post-it sticker with the Lémiel 2 name and logo. (see 9)

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- A Nutricia card for a full range of Nutricia products proclaims its products to have “*all the essentials for harmonious growth*”. One side indicates which products can be bought at French hypermarkets and which in pharmacies. The other side describes the full range Nutricia products alongside packshots of products. (see 10)
- Nutricia France gives a round 16-page booklet to new mothers which begins with felicitations to the new born. The cover shows the bear logo that is found on all Nutricia baby food products and conveys the message to parents to “*diversify your child's food*” (see 11). Inside the brochure there is information on **Nutricia Babysoif** and **Nutricia Croissance & Cereals**. Information for the infant teas under the **Babysoif** range shows no age indication which means parents may provide the infant teas to babies before 6 months even though there is a statement to the effect that “*Babysoif does not replace breastmilk, formula nor is it a oral rehydration solution.*” WHA resolution 49.15[1996] states that complementary foods should not be marketed in ways that undermine exclusive and sustained breastfeeding. The booklet found in a pharmacy also contains information on **Nutricia 2** and **3**, **Nutricia Lémiel 1** and **Nutricia Confort Plus 2**.

- ❖ In the Netherlands, an ad for **Nutrilon 1** appearing in *Kraamsupport* entitled “*Your knowledge, our research, her growth*” claims the product has been “inspired by breastmilk for over 100 years”. The ad states that Nutricia is doing ongoing research to get as close as possible to the miraculous working of breastmilk and that they have been successful. The ad announces that **Nutrilon** contains *Immunofortis*, a patented mix of prebiotic fibres which is claimed to have been scientifically proven to strengthen the immune system, giving baby optimal protection. (see 12)

Editor's note: Whether this sort of claims in ads will continue in the light of the EFSA ruling in Feb. 2010 remains to be seen. See explanation in the Danone company profile.



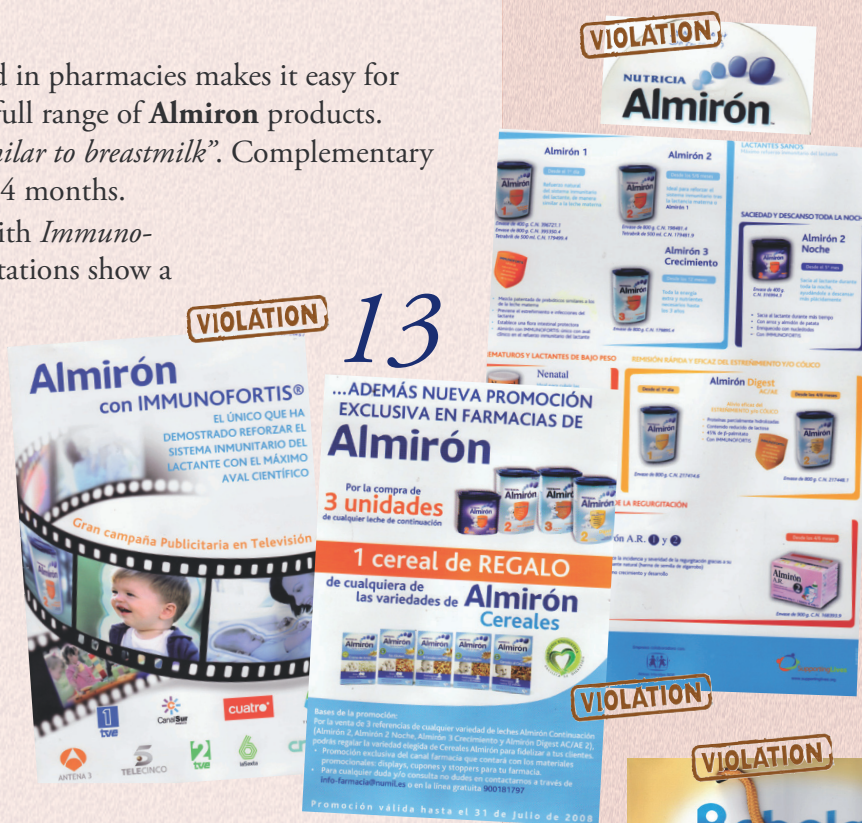
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❖ In Spain:

- A **Nutricia Almiron** card found in pharmacies makes it easy for pharmacists to recommend a full range of **Almiron** products. **Almiron 1** is described as “similar to breastmilk”. Complementary foods are recommended from 4 months.

Three TV slots on **Almiron** with *Immunofortis* broadcasted over nine stations show a scene with a baby well below 6 months. A promotional card says “*Almiron with Immunofortis is the only formula capable of giving strength to the immune system with the maximum scientific support*”. On the reverse side the card states that consumers will receive an **Almiron** cereal product free for every three units **Almiron** formula purchased. (see 13)



- In the UAE, mothers at a Mother & Child Show in Dubai became walking advertisements for **Bebelac** when they were given free bags with a highly visible **Bebelac** logo and slogan “*Complete Care – easily digested, naturally protects*”. (see 14 and section on Healthcare Facilities for similar promotion on Bebelac in Egypt and UAE)



❖ In the UK:

- An ad in *Prima Baby* and *Pregnancy* entitled, “*Would a cuddle be useful*” offers pregnant women a free cuddly toy, money-off vouchers and a pregnancy diary. (see 15)
- Another Cow & Gate ad in the same magazines entitled “*Do I look like I need vitamins & iron?*” promotes Cow & Gate follow-on formula as the “*complete care follow-on*” just like Bebelac in UAE. The ad, part of a multimedia campaign on TV and the Internet uses health claims which are forbidden by UK regulations. (see 16)
- Cow and Gate branded materials are included in pack provided by birth registries in several counties under an initiative by a private company. In addition to promoting baby clubs, the pamphlet includes postcards as gifts. (see 17)



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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.
- Article 7.3 provides that there is to be no financial or material inducement to health workers to promote products.
- Article 7.4 allows samples to health workers only for research purposes. Health workers may not pass on samples.
- WHA resolution 47.5 (1994) urges an end to free or subsidised donations of products to all parts of the health care system.

❖ In Egypt:

Nutricia does sturdy cards for health professionals – bright colourful single sheets which hold up to repeated handling. Touted as information materials for health professionals, these cards make excellent promotional materials for mothers who often are at the receiving end. The company unabashedly uses promotional images and text to idealise its products.

These cards, invariably, go beyond what is scientific and factual.

- The card on **Bebelac 1** claims that the product “is the perfect alternative for any healthy baby”. Doctors are told that “when breastfeeding is a problem, Bebelac helps you by providing a “perfect alternative” as it “closely resembles human milk in composition as well as absorption characteristics.” (see 1)
- The card on **Bebelac 2** follows up with a baby thinking “Ok! Now after 6 months, I think I need more!” **Bebelac 2** is described as “helping a baby develop into a healthy, growing child. And, well balanced Bebelac 2 with prebiotics has an appetising flavour that will put a smile on any child's face.” (see 2)

Both cards bear the “complete care” logo which idealises **Bebelac** as “easily digested” and “naturally protects”.

❖ In France:

A tissue box makes a useful gift for doctors in a hospital since it doubles as a promotional tool with pack shots of **Nutricia Lémuel 2**, **Nutricia Croissance Harmonieuse 2** and **Nutricia 3**. (see 3)



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- At another hospital in France, Nutricia materials at a stand are available as well as samples of **Nutricia 2**, **Nutrilon Lémiel**, Nutricia **Confort Plus** and **Nutrilon A.R. 2**. (see 4). Elsewhere, a highly promotional plastic carrier bag with packshots of the same products is provided - to hold promotional materials distributed during study days at a Nursing College. (see 5)
- A big Nutricia poster on baby's iron requirements states, "As of 6 months and up to 3 years at least two bottles of infant milk per day is equivalent to the amount of daily iron to grow well." It goes on to say that iron is indispensable for your child to develop well and strengthen his natural immunity. (see 6)
- Another large poster asks, "Does your baby often catch colds?" and "Is he peaky, tired?" It then lists a variety of foods that are rich in iron including **Nutricia 2**. (see 7)
- At a health centre, a huge A3 cardboard book ostensibly for toddlers to play imparts promotional messages to mothers while they wait. The colourful pages promote bottle feeding through the display of Nutricia products on every page and information on how to prepare formula and what to do when breastfeeding problems arise. (see 8)

Snippets from the book:

"if you cannot or prefer not to breastfeed, you can use infant milk – but not cow's milk..." "Breastfeeding is ideal ... but if maman cannot or doesn't want to breastfeed, she'll use a milk advised by the doctor" "...have to go out and bottles should not be prepared in advance! – Practical solution: use liquid Nutricia 2 – ready made, just pour."

The back cover of the book promotes as many as 15 products.

- Tear-off prescription pads found in a hospital in France encourage doctors to recommend **Nutrilon A.R.** a thickened formula for infants who may regurgitate. The prescription begins with the statement, "Your doctor prescribed you **Nutrilon A.R.**" printed on every sheet. These pads include "A complete, well balanced and well tolerated formula". Advises mothers to give **Nutrilon A.R.** (see 9)



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❖ In Lebanon, instead of educating mothers on breastfeeding, NGOs are being used to provide free **Bebelac** samples to needy mothers, especially Iraqi refugees.

❖ In the Netherlands, an e-newsletter to health care professionals contains a link to information on infant care and nutrition. The 0-6 months section clearly shows an idealising picture of her mom and baby with the **Nutrilon** and **immunofortis** brand logo. Nutricia also offers instruction cards to health workers to give them a hand in explaining to young immigrant parents if they don't speak Dutch. (see 10)

❖ In Spain:

- Posters are a common promotional device in health facilities. Here a large poster on the "Steps of Infant Feeding" bears the **Almiron** brand name and has graphics of **Almiron** formula ads cereals. The chart at the bottom left hand corner implies that for the first 6 months, babies ought to be given infant formula and complementary feeding is promoted from 4 months. The requirements of Code Article 4 are not fully complied even though there is a statement in small font stating that breastmilk is best. (see 11)

- Tear off slips entitled "Stages of infant nutrition" provide information on the various stages of infant feeding given to doctors by Nutricia reps to be passed on to mothers. These slips of information promote **Almiron** follow-on formula and complementary foods which are recommended from 4 months. (see 12)

❖ In the UAE:

- Bebelac products are promoted as "the natural way to strengthen the immune system" in a tear off prescription pad which also contains a growth chart. (see 13)
- Another prescription pad tries to pass itself off as product information but it clearly promotes **Bebelac HA**, complete with a tick box and dotted lines for the doctor to write his prescription on. (see 14)

Flesvoeding 0-6 maanden

Bereidingsadvies

Nutrition

Voedingsschema

Gewicht baby	maand 1	maand 2	maand 3	maand 4	maand 5	maand 6
3-4 kg	120 ml	150 ml	180 ml	210 ml	240 ml	270 ml
4-5 kg	150 ml	180 ml	210 ml	240 ml	270 ml	300 ml
5-6 kg	180 ml	210 ml	240 ml	270 ml	300 ml	330 ml
6-7 kg	210 ml	240 ml	270 ml	300 ml	330 ml	360 ml

Nutritum met IMMUNOFORTIS versterkt op natuurlijke wijze het immuunsysteem

Heb je vragen over baby- en kindvoeding?

Bezoek naar Nutricia Kindervoeding Service (0800-025 25 25) of per dag bereikbaar 7 dagen per week bereikbaar: 0800-025 25 25 of per e-mail: kinderinfo@nutricia.nl

10

VIOLATION

Etapas en la nutrición infantil Almiron

0 a 4 meses: Alimentación lactea exclusiva

4 a 7 meses: Introducción de la alimentación complementaria

7 a 12 meses: Alimentación complementaria

Después de los 12 meses: Alimentación complementaria

11

VIOLATION

12

Bebelac

Bebelac HA

Bebelac 1

Bebelac 2

Bebelac 3

Bebelac 14

Bebelac HA

Bebelac 1

Bebelac 2

Bebelac 3

13

An IBFAN-ICDC report on baby food marketing practices



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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.
- WHA resolution 54.2 (2 001) advises exclusive breastfeeding for six months which means that the recommended age for use of complementary foods cannot be under six months.

❖ In the Netherlands

- **Bambix**, a brand synonymous with baby cereals and porridges, is now into producing formulas. The first products which rolled out of the factory sported labels which seem to have regressed in terms of labelling regulations, featuring a baby teddy bear and a feeding bottle. (see 1)
- The label for **Bambix Groeimelk** (growing-up milk), recommended for babies 10-18 months, shows a picture of a very young child and a feeding bottle, an image which is likely to promote bottle feeding. (see 2)



- ❖ In the UAE, the **Cow & Gate** jarred food is also recommended as suitable for babies from 4 months. (see 3)
- ❖ It is not only in Europe and the Middle East that Nutricia promotes its complementary foods as suitable from 4 months.



In states of the former Soviet Union, labels in Russian also show that Nutricia products (see **Nutricia Top Top** (see 4) and **Malysh** (see 5) are being labelled as suitable from 4 months. In relation to formula products, both **Nutricia Malutka** from 0 months and **Nutricia Malysh Istrinsky** show images of a cartoon rabbit holding feeding bottles which normalises the culture of bottle feeding. **Nutricia Malutka** is described as the complete formula for children with precisely balanced ingredients, among them 16 vitamins and 13 minerals.

Malysh, a formula with buckwheat flour is marketed as suitable for babies from 3 months, defying Codex standards for formula and infant formula. (see 6)



Nutricia Top Top milk-based cereals, vitamin fortified starting 4 months of age. (Azerbaijan)

Malyshka, your child's favourite cereals (Armenia)



Formula labels of **Malysh Istrinsky** (left) and **Maliutka** (right) found in Armenia and Azerbaijan.

An IBFAN-ICDC spotlight on corporate marketing behaviour

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.

Never mind the Code ! For Nutricia, it would appear that laws are meant to be broken, directly contradicting the Danone Group's Business Conduct Policy (see Danone company profile). Cases in point are found in Eastern Europe and the Commonwealth of Independent States.

- ❖ In Armenia, advertising of foods for babies under 6 months is not allowed but the ads shown here reveal the extent to which the national law is ignored by Nutricia.
- A **Nutrilon 2** ad using the image of a caring father, equates the notion of protection with a product which offers “*natural immunity for the health of your child*”. (see 1)
- An ad for **Malutka** shows a cute baby and a heartwarming slogan “*your child's first words will be thank you*” - an insidious way of telling mothers that babies will be grateful for **Malutka**. Hardly likely since the product is recommended from **4 months**. (see 2)
- A pleasant and happy scene in a **Malyshka** cereal ad convinces mothers to start their babies on complementary foods, the hypoallergenic kind, early (**4 months** - “*we are already old enough to try cereals*”). (see 3)
- Nutricia gives seven reasons why ‘modern’ Russian mothers choose **Malyshka**. These include quality standards, naturally organic ingredients, fortification with vitamins and minerals, a wide range of flavours, hypoallergenic, convenience and a free spoon! It looks like the preference is spoon feed. (see 4)
- ❖ In Kyrgyzstan, the law prohibits the distribution of information and education materials which idealise the consumption of commercial baby foods. Nutricia violates the law by distributing different types of leaflets which promote **Malutka** formulas and cereal products. The bunny mascot in different positions on product labels is featured feeding - an image which undermines breastfeeding. The idealising picture of the beautiful smiling mum and her baby is invariably featured below the **Malutka** logo in every leaflet. (see 5)



Ten different types of formulas with pack shots and claims is promoted in this leaflet.

Stretching the Rules

This page highlights marketing practices which undermine or discourage breastfeeding especially those relating to products which do not come under the scope of the Code. Sponsorship activities which may give rise to conflicts of interest are also reported here. These activities impact on the promotion of breastmilk substitutes, even though they are not Code violations.

- ❖ In France, a 'foot measure' for babies says *"Help him grown step by step"* and *"know the shoe size of my baby with Nutricia Croissance Poudre"*. The bear logo is the mascot for French Nutricia formulas so the advertising of the product also promotes Nutricia formula. (see 1)

- ❖ In Indonesia:

- A signboard located on a main street of South Jakarta bears the slogan *"You are my everything"* above pack shots of **Bebelac 3** and a woman holding a card with the Bebelac logo. (see 2)
- Discharge bags bearing the **Nutrilon 3** logo are distributed to new mothers when they leave hospital after delivery. Each bag contains a baby diary guiding mom through the milestones of baby's development (complementary feeding is recommended before 6 months). An information card for mothers to send relevant details of the baby back to the company is also included. (see 3)

- ❖ In Malaysia, an ad bearing the slogan *"the best for him, the best from him"* for **Bebelac Kid 3** shows how a 'Bebelac kid' knows that his soft toy can also be used as a pillow for daddy. The ad underscores the importance of nourishing the *"little minds of children"* because *"truly smart kids think with their hearts as well as their minds"*. The packaging of **Bebelac 3** and **4** is very similar to **Bebelac 1** and **2** which are not allowed to be promoted. (see 4)

- ❖ Although no baby products are displayed at a Nutricia sponsored baby care lounge at Schiphol airport in the Netherlands, the huge Nutricia logo will go a long way towards cultivating the goodwill of parents travelling with babies. (see 5)

- ❖ In the UAE:

- **Bebelac 3** for growing children 1 to 4 years is distributed at a health facility and indirectly promotes the use of **Bebelac 1** and **Bebelac 2**. (see 6)
- At a Mother, Baby and Child Show, a gift pack containing **Bebelac 3** doubles as an announcement for a 'new' and soon-to-be-launched product **Bebejunior** for children 1 year and above. The product carries the same 'Complete Care' logo found on Bebelac formula products. The slogan – *"There's care and there's Complete Care"* suggests that using the product goes beyond the ordinary because according to the company: *"Healthy toddlers are happy toddlers"*. (see 7)



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 Armenia, Malutka and Malyshka cereals are labelled as suitable for babies from 4 months. (see 1)

- ❖ In Honduras, prescription pads with the instruction to "Please provide the following" in Spanish comes complete with pack shots of the full range of **Nutrilon** formulas and check boxes for doctors to tick their recommendation. (see 2)



VIOLATION

- ❖ In Indonesia, a Nutrilon ad in *Buletin IDAI* (a professional journal) entitled *Daya Tahan Tubuh Kuat* (Strong body immunity) explains how the unique probiotic and nucleotide composition in the formula has been proven to boost body immunity in babies. (see 3)

- ❖ In the UK:

- Cow & Gate disposable teats are routinely given to mothers when midwives make post-natal visits. (see 4)



VIOLATION



VIOLATION



VIOLATION

BANNED!

Cow & Gate Milk ad banned over iron claim

by Mike McCabe, 22 September 2010, 8:47am
An ad for Cow & Gate Complete Care Growing Up Milk has been banned for misleading viewers about how much iron toddlers need to eat to prevent development problems.



In Sept. 2010, the Advertising Standards Authority ruled that an ad for Cow & Gate Complete Care growing-up milk is misleading viewers about how much toddlers need to eat to prevent development problems. The ad suggested that to meet

half its daily needs, a toddler would have to drink 12 litres of cow's milk every day but only two beakers of Cow & Gate Complete Care Growing Up Milk. This, according to the ASA, could not be substantiated and should not be broadcasted again in its current form.

DISCONTINUED!

As of August 2010, Cow & Gate's **Good Night Follow-on Milk** is discontinued.

The company finally conceded that the most effective way to help settle baby at night is to establish a consistent and predictable bedtime routine and not from additives put into formula. This is a promising development and C&G should continue to review their business and marketing policies.



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.

Sari Husada Code violations

(Danone)

The Executive Summary to Breaking the Rules, Stretching the Rules 2010 is available at www.ibfan.org

Sari Husada was established in 1954 under the name of NV Saridele. In 1965, the flagship formula brand “SGM” was developed for middle- to lower-income consumers. Today the brand extends to a full range of baby foods and is second in the Indonesian baby food market after Nestlé. In 1972, the company changed its name to Sari Husada after it was acquired by PT Tiga Raksa. Sari Husada was listed on the Indonesian bourse in 1983. In 1998, Sari Husada began to form an alliance with the Dutch company Royal Numico (then known as Nutricia International) to compete in the global market. By 2005, Numico owned most of Sari Husada's shares and in 2006, the company was delisted and became a private company.

When Royal Numico was acquired by Danone in 2007, Sari Husada became French-owned but is still very much focussed on the Indonesian market.

The violations in this section are all from Indonesia.

LOOK AT THIS!

Tempting Muslim midwives

Driving sponsorship to new lengths, Sari Husada works in collaboration with the Indonesian Midwives' Association to organise umrah (an Islamic ritual) pilgrimages to the holy city of Mecca. Two exclusive partnership programmes, *Sri Kandi* and *Mirah Delima* aim at increasing loyalty among midwives in private practice. Under these two programmes, midwives are encouraged to promote brands like **SGM 1**, **SGM 2**, **LLM** and complementary foods in exchange for rewards redeemable after the programme period of one to two years. Rewards include a chance to participate in the Umrah tour with possibility of bringing along spouses and family members!

EXCLUSIVE PARTNERSHIP PROGRAM
(Srikandi, Mirah Delima)

SRIKANDI PROGRAM

MIRAH DELIMA PROGRAM

- Participant:
 - Private Midwife Practices
 - Ave Partus > = 7 – 11 month
- Period: 2 year
- Product: SGM, Lactamil, SGM 2, LLM, BBLR, Cereal, Biscuit,
- Mechanism:
 - Select potential participant based on delivery category
 - Every participant save reward trough the program
 - Formula for monthly saving is: Saving Value = (delivery x 2.5) + 5
 - Saving of religious service / tour / health-instrument / education benefit count monthly will be evaluated every 3 months
 - Reward would be received at the end of the program
 - Reward received can not be exchanged by certain nominal

Brands

Infant Formula:

SGM 1
SGM LLM (low lactose)
SGM BBLR (low birth weight)
SGM Presinutri 1
Vitalac 1
Vitalac BL

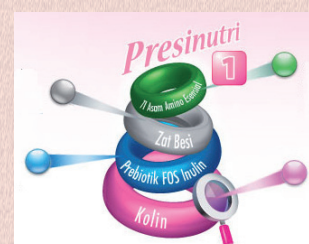
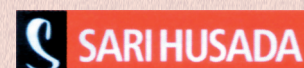
Follow-on Formula:

SGM 2
SGM Presinutri 2
Vitalac 2

Complementary Foods

SGM Cereal

Logos



Vitalac



An IBFAN-ICDC report on baby food marketing practices

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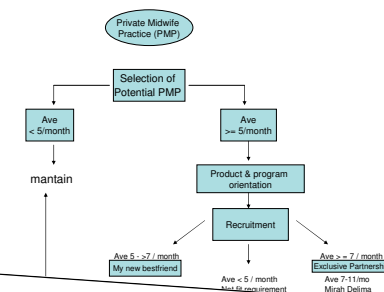
Promotion to health workers & health facilities

- Article 6.2 bans the promotion of products within the health care system.
- Article 6.3 prohibits the display of products, placards and posters or the distribution of company materials unless requested or approved by the government.
- Article 7.3 provides that there should be no financial or material inducement to promote products.

❖ The Indonesian law *Keputusan Menteri Kesehatan 237/Menkes/SK/IV/1997 tentang Pemasaran Pengganti Air Susu Ibu* (hereafter Menkes 237/1997) prohibits promotion of infant formula and follow-up formula in health care facilities. Samples, free supplies, gifts and other incentives to health workers are forbidden.

- A Sari Husada programme named “My new best friend” offers rewards to midwives for pushing **SGM 1** to mothers who have just delivered. For every purchase made within a period of six months the midwives will receive a baby scale. The programme allows participating midwives to receive seminar kits, door gifts and lunches.
- Another Sari Husada programme “Development & GROM” targets staff of community health centres and mother and child health centres for the promotion of **SGM 2** and complementary foods. Rewards include kitchen equipment and audio visuals.
- Samples of **SGM** and **Vitalac** are routinely given to mothers in healthcare facilities. Mothers received discharge packs which include **SGM Presinutri 1**, Lactamil milk for mothers and gauze pads.

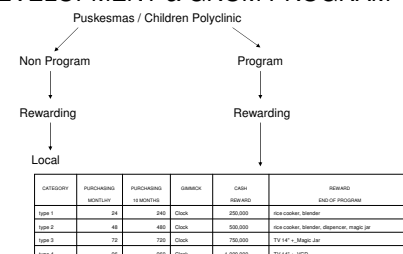
MY NEW BESTFRIEND



MY NEW BESTFRIEND

- TARGETTED PURCHASING per PARTICIPANT
 - At least SGM 1 based on #of delivery
- REWARD
 - Every purchase in 6 months (At least SGM 1 based on #of delivery) will get baby scales
 - Will be invited to exclusive partnership program
- SUPPORTING ORIENTATION:
 - Seminar Kit
 - 25 Door Prize
 - Snack / Lunch Box

DEVELOPMENT & GROM PROGRAM



Newborn gets a dose of free SGM



Mums get these gifts, courtesy of Sari Husada.



Discharge bag promotes SGM 1 and 2

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- Sari Husada advertises products such as **SGM**, **Presinutri 1 and 2** and **Vitalac** in professional journals. The ads do not carry any information about the importance of breastfeeding and contain claims which are promotional and misleading. Under Menkes 237/1997, infant formula ads in professional journals require the approval of the minister. Ads for follow-up formula bearing the same brand name and features as infant formula are not allowed to be advertised to the public.



One company, two different brands, both offering a solution for lactose intolerant babies. No mention is made about the importance of breastfeeding for such babies.



Red is now the new corporate colour and materials are colour coordinated. Announcing a new packaging (left); linking SGM to happy, healthy children (centre) and finally, making sure doctors get the message with a free copy of Sari Pediatri Bulletin which carry the 'happy, healthy children' ad (right).

- The relabelling which accompanies the reformulation of **SGM** formula products are followed by an aggressive colour-coded promotional campaign. Ads placed in paediatric journals play up the product slogan “*Anak Ceria, Anak Sehat*” (Happy child, Healthy child) which are also used for the promotion of a full range of **SGM** products including growing-up milks. (See the section on Stretching the Rules)
- An immunisation chart from 2000 is still found in a health facility. Although old, the promotional message is still as potent as it bears the **SGM** brand name and logo as well as an endorsement from a paediatric association.



Great investment for Sari Husada. 10 years and still standing!

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. Sponsorship activities which may give rise to conflicts of interest are also reported here. These activities are intended to promote breastmilk substitutes even though they are not Code violations.

- Sari Husada uses the promotion of its growing-up milks and cereal products to create brand awareness and extend brand loyalty for their formula products on the streets and in shops. It does so by maximising on the slogan “Happy Child, Healthy Child” and the clever use of the colour red which is the prominent colour on its **Presinutri** range of products.



From billboards looming above rooftops, to shelf talkers in shops, Sari Husada's message touting 'happy healthy children' – “Anak Ceria, Anak Sehat” for SGM Presinutri 3 also promotes SGM Presinutri 1 and 2. Picture on the left shows a 'cheap sale' promotion of SGM 3, but SGM 1 and 2 are within reach (centre) while a sales promoter clad in 'Sari Husada colours' (right) does her best to push the entire SGM range.



- Sari Husada sponsors a nutrition corner (above) in a community health centre and at the same time promotes **SGM** cereals with the slogans “great mind, strong steps” and “an intelligent baby is a child of the future”.
- Flip charts (right) showing development milestones of a baby from birth to 12 months and treatment of diarrhoea earn the loyalty of health workers. The charts promote SGM 3 and 4 but to mothers it is the **SGM** name that matters.

