

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.

Humana

Company profile & Code violations

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

Humana GmbH belongs to the Humana Milchunion group of companies, a dairy cooperative of some 6,000 milk suppliers.

The company slogan is “*Out of love for our children*” and using this love theme, Humana justifies the promotion of its baby food products. Humana first introduced what it claims as the “*first baby formula that at the time most closely resembled mother’s milk*” in 1950. The product developed by a Herford-based pediatrician, Dr. Heinz Lemke, was for babies who could not be breastfed or whose mother’s milk supply was not enough. 60 years on, Humana markets its ‘100% German’ products in some 35 countries around the world in addition to its home country.

The 2007 edition of this publication (BTR) reported that Milte Italia SpA, a subsidiary of Humana, was advertising **Piulatte**, a new wonder product capable of increasing breastmilk production by up to 85%. Because of this unsubstantiated claim, IBFAN Italia called for withdrawal of the **Piulatte** ad, warning of harm to mothers who were persuaded to buy the product. Mothers should rely on the real solution to increasing breastmilk: better management of lactation. When the ad was reported in BTR 2007, IBFAN Italia was threatened with legal action. IBFAN Italia stood its ground and Milte Italia did not follow through with its threat. Instead, Milte Italia applied to the European Food Safety Authority (EFSA) for an opinion on the scientific substantiation of a health claim related to silymarin (an extract of milk thistle found in **Piulatte**) and increase in production of breastmilk after delivery.

EFSA’s Panel on Dietetic Products, Nutrition and Allergies considered the studies submitted by Milte Italia. It concluded in 2010 that a cause and effect relationship had not been established between the consumption of silymarin and increase in production of breastmilk after delivery.

The scientific opinion vindicates the 2007 call for withdrawal of the **Piulatte** ad by IBFAN Italia. Unfortunately, in the intervening four years many mothers would have been induced to buy a useless product.

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Products

Humana formula milk
Humana fennel tea
Humana baby porridge
Humana milk cereal
Humana jarred food
Humana milk snack

Logos

Humana



LOOK AT THIS!

A new Humana TV ad, *My Little Explorer*, running since October 2009 in Germany, portrays how babies learn by experimenting and how their little discoveries make them cleverer by the day. The link between the intellectual and physical development of babies and Humana products is obvious – a blissful scene of a mother bottle feeding her baby is followed by a final scene showing the www.humana.de website address.

The website itself explains how despite all the uncertainties of the first stages, parents and health professionals can depend on Humana to provide ‘a healthy diet’ for the little ones with the right product for every need and every age.



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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:
 - As part of its "My little explorer" campaign, Humana invites parents, families and professionals to take part in a film and photo competition through the www.meinkleinerforscher.de website. Prices include holiday packages and **Humana** products. (see 1)
 - Humana** products are sold at discounted prices through on-line pharmacies and third party websites namely www.arzneimueller.de (see 2); www.flaschenmilch.de (see 3) and www.newbabyland.com (see 4).

1. Preis Film-Wettbewerb

VIOLATION Familien-Hotelgutschein (2 Erwachsene + max. 3 Kinder bis 18 Jahren) über ein verlängertes Wochenende (3 Übernachtungen) in einem der vielen Center Parcs

Gewinne und Aktionsverlauf - Was und bis wann zu gewinnen? *

1. Preis Film-Wettbewerb

2. Preis Foto-Wettbewerb

1 Humana Produkt-Paket im Wert von 100 € (teilweise individuell zusammenstellbar)

VIOLATION

Landgraf-Karl-Apotheke

Engel Apotheke am Rathaus

Apotheke am Theater

Suchwortsuche: Suchbegriff: Los

Erweiterte Suche

Ihr Warenkorb enthält 8 Artikel
Summe beträgt 0 Euro

2

Sortieren der Ergebnisse nach: Bitte Sortierung wählen | Sortieren

Gesucht wird im Artikelnamen, zur Suche nach Hersteller und Beschreibung benutzen Sie bitte die Erweiterte Suche.

Ihre Suche nach "Humana" ergab folgende Treffer >>
Es wurden 22 Artikel auf 3 Seiten gefunden. Gehe zu Seite 1

Seite: 1 2 3 >

Sondersuche >> (Medikamente (Rezept))

Ansicht	Artikel
Abbildung	HUMANA Apfel Banane Zwieback Milchbrei Pulver 500 g Versand: 0
Abbildung	HUMANA Apfelbrei ohne Milch Pulver 250 g Versand: 0
Abbildung	HUMANA Baby Fit 2 Prebiotisch g Versand: 0
Abbildung	HUMANA Baby Wasser 1500 ml Versand: 0

www.arzneimueller.de

3

Hello Mum, here you can save money!

www.babymilk.de

babymilk, baby care products and diapers for low prices

Catalog = Babymilk (Humana) > Pre (Early infant formula)

Categories

- Babymilk (Humana)
- Baby cereals (powder)
- Baby menus (ready to feed)
- Baby juice (BIO)
- Baby milk dessert
- Baby care products
- Baby tea
- Baby dental care products
- NUK- bottles,soothers
- Petit Appetit Products (NEW)
- Diapers
- Thermo,car-items,more
- Baby at beach, learn, play
- Breastfeeding products
- Diaper bags (NEW)
- Gift sets/discount vouchers

Pre (Early infant formula)

Displaying 1 to 8 (of 8 products)

Product Name+

Babymilk (drink finished) Humar

Babymilk Humana Pre 48x90ml

Babymilk Humana Pre HA 48x90ml

Babymilk Humana Pre HA 48x90ml

Babymilk Humana Pre HA 48x90ml

Quick Find

Use keywords to find the product you are looking for. Advanced Search

What's New?

www.flaschenmilch.de

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VIOLATION

NEWBABYLAND

Home - Terms and conditions - Contact Us - Tracking - Login

Feedback / Prices / Wish list / Why NBL? / FAQs

You are here Home page > Dietsics > Infant milk

Infant milk Humana

Refine your search by selecting:

- Biscuits
- Infant milk
- Broths
- Condiments
- Flours and creams
- Homogenized food
- Infusions
- Baby food
- Small pasta
- Humana
- Milupa
- Plasmon
- All brands

1-3 of 3 items found for Infant milk - Humana

Items per page - 12 25 50 100

View: List | Grid

Order by: Best sellers

Milk Humana 2 1400gr

The Milk Humana 2 1400gr has an infant formula for six-month-old babies, it can be used up to and beyond year of age. Provides calcium.

Price: € 29,00

Powdered Milk Humana 1 1400gr

The Powdered Milk Humana 1 1400gr is a safe and balanced milk for you baby since the birth. If it is not possible or enough to breastfeed your baby, you can use the powdered milk Humana, after having consult your paed...

Price: € 35,00

Add to basket

Add to basket

Internet | Protected

www.newbabyland.com

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Misleading text & pictures which violate the Code

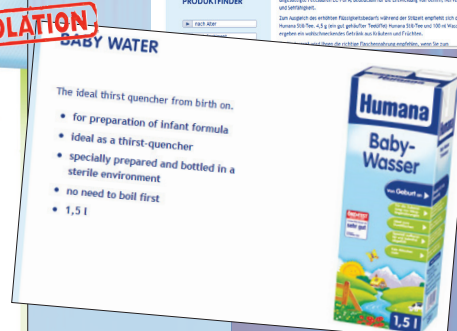
- Article 4.2 requires all information materials to advocate for breastfeeding and not contain pictures or text which idealise the use of breastmilk substitutes.

❖ In Cyprus, a 2003 website http://www.humana.com.cy/products/milk_formulas.htm which is still downloadable in 2010 describes its Humana Pre-Infant Formula as “*matching breastmilk very closely*” and supplying “*the growing baby with all nutrients*”. (see 1)

❖ In Germany:

- The web-page www.humana.de/de/mediathek/checklisten-und-plaena/ernaehrungsplaner tells parents about the huge assortment of Humana products at the disposal of parents when breastfeeding is not possible. Complementary feeding is recommended from 4 months. (see 2)
 - Babies who are exclusively breastfed do not need any other food, not even water for the first six months of life.
 - The web-page on breastfeeding recommends adding a bit of water or tea if mom has not enough breastmilk! – www.humana.de/de/ratgeber/ernaehrung/stillen. (see 3)
- In this context:

- Humana Baby Wasser** (baby water) is promoted not only for reconstituting infant formula but as a thirst quencher. (see 4)
- Humana Fennel Tea** with caraway is described as suitable for babies from the first week because fennel is well known for its positive effect on wind and cramps. (see 5)



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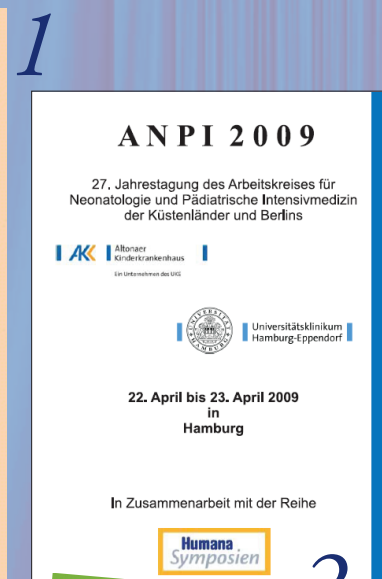
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Labelling

- 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.
- Although the EU Directive which implements the Code requires that the labels of infant formula and follow-on formula be distinguishable from one another, Humana labels for these products are similar enough to give rise to confusion.

Sponsorship

- WHA resolutions 49.15 (1996) and 58.32 (2005) warn against conflicts of interest where financial support or other incentives are given for programmes and health professionals working in the area of infant and young child health.
- In Germany:
 - Humana works hard at linking with health professionals. In its website, www.humana.de/de/hebammen-und-mediziner.info doctors, midwives and other health professionals are funded to go to various symposia to find out more on nutrition.
 - In one symposium, organised in early 2010 in cooperation with the Working Group Neonatology and Intensive Care of the Franken und Schwaben region, dinner and lunch for participants were sponsored by Humana. In return for such hospitality, the seminar programme contains an advertisement for **Humana O-VLB**, a formula for low birth weight babies. (see 1)
 - In a similar seminar held for health workers in late 2009, participants pay a fee of 25 to 35 Euros and get free lunch and drinks but the leaflet for the seminar, presumably for health professionals contains advertising for **Humana O-LVB**, **Humana O**, **Humana O-HA** formulas. There is no scientific content, only a promotional slogan "Humana – when especially much love is required". (see 2)



JUST IN

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

- ❖ A supermarket in Croatia offers a price discount and a free NUK milk container for every purchase of a 300gm box of **Humana 1+**. The product label contains statements which read *“from birth – for regular meals; ideal after breastfeeding; fulfilling and enjoyable; composition that is adapted according to age.”* (see 1)
- ❖ In Germany, Humana works with retail outlets to promote its products for special occasions and ongoing programmes:
 - As part of its 35th anniversary, the Schlecker store gives discount vouchers for **Humana 2** follow-on. (see 2)
 - The store also has an online service which sells Humana products including infant formula at a discount. (see 3)
 - Mothers who sign up with the *Baby Club* get gift packs by mail, comprising a sachet of **Humana Apfelbrei** (labelled for 4 months) together with a t-shirt, paper dolls, plastic spoon, leaflet of children’s songs and a feeding chart. (see 4)

