

Campaign for ethical marketing

BABY MILK ACTION



November 2003

According to UNICEF: "Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year." Yet baby food companies continue to market artificial foods in ways that undermine breastfeeding. The people responsible have names and addresses. You can help to stop them.

The *International Code of Marketing of Breast-milk Substitutes* was adopted as a 'minimum requirement' for all countries by the World Health Assembly (which sets the policy of the World Health Organisation) in 1981. The *International Code* aims to protect breastfeeding by restricting company marketing practices and to ensure breastmilk substitutes are used properly when these are necessary. A number of Resolutions address questions of interpretation and changes in marketing practices and scientific knowledge, and have equal weight to the *International Code*.

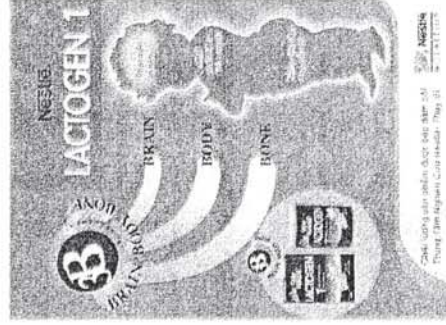
Nestlé's idealising leaflets in Egypt and Vietnam

Background: The leaflets shown on this page were found in Egypt and Vietnam recently. They demonstrate how Nestlé idealises artificial infant feeding and undermines breastfeeding.

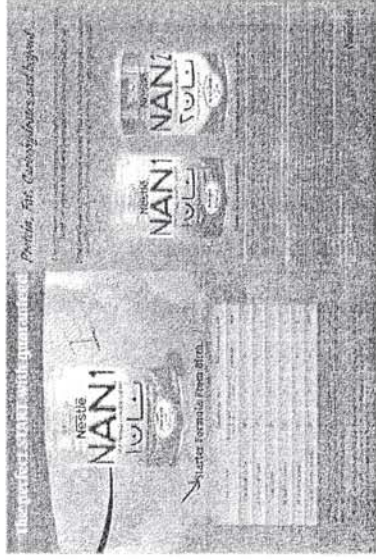
The *International Code* limits companies to providing scientific and factual information to health workers. Nestlé's leaflets idealise its infant formulas by, for example, suggesting they are 'The perfect Start...'

Idealising leaflets with similar messages to these are sometimes found being given to mothers in health facilities. Nestlé claims they are intended for health workers only, but appears to produce and distribute them in bulk so they are passed on to mothers.

A suggested letter about these violations and the promotions to mothers in South Africa shown overleaf is given here to help you call on the man responsible for the malpractice to end it. Write to: Peter Brabeck-Leimathé CEO, Nestlé S.A., Av. Nestlé 55, CH-1800 Vevey, Switzerland. Fax: 41 21 924 2813.



This leaflet promotes Lactogen 1 infant formula for brain, body and bone development. It was found in a clinic in Vietnam, but not all the text has been translated.



This leaflet found in Egypt, idealises Nan 1 infant formula by claiming: "The perfect START with guaranteed protein, fat, carbohydrates and beyond..."

You claim that Nestlé abides by the *International Code of Marketing of Breastmilk Substitutes* and that you personally investigate any hint of a violation.

Perhaps you can explain why Nestlé is producing leaflets which idealise infant formula, such as its Lactogen 1 leaflet in Vietnam promoting the product for brain body and bone development and its Nan 1 leaflet in Egypt which claims the formula is 'The perfect START'. As you know the Code limits companies to providing scientific and factual information to health workers, but these leaflets idealise artificial feeding and so undermine breastfeeding.

Article 5.5 of the Code states: 'Marketing personnel, in their business capacity, should not seek direct or indirect contact of any kind with pregnant women or with mothers of infants and young children.' In October 2003 Nestlé was advertising in the media in South Africa: "Hey mums, Nestlé Blue Bear and the Baby-Care Friends are in town" and inviting mothers to 'an absorbing 15-minute talk on baby feeding.' Such practices demonstrate Nestlé's disregard for the World Health Assembly marketing requirements.

I request you take action to stop this and other malpractice reported to you immediately.

