

Humana

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Products include:

FORMULA:

*Humana 0, Humana 1 and Humana 2,
Humana 0-HA, HA1, HA2,
Pre Humana and Humana 0-VLB.*

COMPLEMENTARY FOODS AND OTHER PRODUCTS:

Amorosa, Humana SL, HA Brei cereal.



Humana

Inadequate quality control is not the only shortcoming that Humana needs to change. Its cow's milk based formula is called "Humana", misleading consumers into believing it is "humanised". The terms "humanised", "maternalised" or similar ones are banned by the Code. Sri Lanka blacklisted Humana for this reason some 15 years ago.

Humana, Germany's second biggest producer of milk products, has an annual turnover of €2.53 billion. It sells products under the Humana and Miltina brands. The company has long been criticised because of its misleading company and brand name.

In November 2003, two babies died and fifteen babies fell seriously sick as result of an outbreak of thiamine (Vitamin B1) deficiency in Israel associated with the use of Humana's kosher soy-based infant formula Remedia Super Soy 1. Despite the labels' claim, Israeli Health Ministry officials found less than 10% of the required amount of vitamin B1 in the formula. It had been left out because Humana 'thought' there was enough thiamine in soy! Its absence or insufficiency leads to encephalopathy, a serious form of brain disease in the newborn. Long-term effects may resemble beriberi infection.

After dragging its feet, the company admitted a mistake was made in the production process. Dr. Chessa Lutter of PAHO/WHO said *"the Remedia deaths serve as a powerful reminder that formula is never as safe as manufacturers would have us believe ... Unless there is an easily identifiable cluster of sick infants like in Israel, the fact that formula is responsible for their symptoms is likely to go unnoticed."* Remedia broke its relations with Humana in February 2004. Russia, Georgia and Azerbaijan banned Humana products.

Promotion to the public

► *Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.*

- An ad for **Humana 2** in a Serbian magazine shows seven babies looking up to the Humana name.►
- A sponsored article in *The Resonance* newspaper in Georgia, about an interview with a paediatrician discussing infant feeding and allergies, describes Humana products as a close substitute to mothers milk when encountering digestive problems.



- Advertisements in the German magazine *Baby* present babies and Humana as "milk specialists", the slogan that also appears on product labels, and show packshots of various Humana infant and follow-on formulas.◀



- A coupon for free samples is included in a German magazine ad for **Humana HA1, HA2 and HA Brei** cereal recommended for use from four months. Packshots show the similarity in design between the formula, follow-up formula and cereal labels, causing potential confusion.

- An advertisement in Germany's *Eltern* (Parents) magazine announces the addition of prebiotics to **Humana** follow-on formulas and says the company was "inspired as usual by breastmilk".



Another ad says Humana makes its products as close to breastmilk as possible. Both ads are placed next to articles related to infant feeding. ▲



- Humana displays posters in Georgia and Serbia featuring baby pictures, and promotes its products in pharmacies, markets and grocery shops. ◀

Labelling

▶ **Article 9 of the Code** requires labels to **NOT** discourage breastfeeding and to inform about the correct use of the product and the risk of misuse.

- On formula labels in Georgia and Serbia, Humana claims to be the "Milk Specialist". The labels are primarily in German with stickers bearing only partial translation into the local language.



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- Humana's **Amorosa** mineral water label in Italy states in English that it is "recommended for the preparation of baby food" and in Italian that it is a "food for newborns". ▶



Promotion in health facilities

▶ **Article 6.2 bans the promotion of products within the health care system.**

- A booklet in Georgia entitled 'For love of the child' promotes Humana products and urges paediatricians to recommend **Humana 0, Humana 0-HA and Pre Humana** special formulas. ▶
- A leaflet in Germany promoting **Humana 0-VLB** special formula says it is "conceived for the special needs of pre-term low birthweight babies", but does not mention the superiority of breastmilk.



- Packages containing baby foods and pens with the **Humana** brand name were given to health professionals at a lecture organised by the company in Georgia. The gifts win health workers' favour and samples will be passed on to mothers.



- Health facility waiting rooms in Serbia display posters, leaflets, calendars and pens with the **Humana** company and brand name. ▶
- A leaflet about pre-term babies features pictures of infants, an "SOS" phone number and a coupon for free samples of **Humana** formula. It says: "If breastfeeding is not possible, pre-term formula is available to cover the special nutritional needs of preemies."

- A Humana booklet on breastfeeding promotes products and discourages breastfeeding, saying it "...excludes the father".

- At a perinatal conference in Berlin, Humana distributed materials to be passed on to mothers, including a leaflet entitled 'For babies who couldn't wait', promoting **Humana 0, Humana 0-HA and Humana 0-VLB** for low birthweight or pre-term babies. ▶

