

Milupa

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Products include:

FORMULA:

Aptamil Start, Aptamil Pre, Aptamil, Aptamil HA, Milumil, HN25, Conformil.

COMPLEMENTARY FOODS:

Milupa Cereal, Milubrei, Miluvit, Miluris, Kinder Grieb, Fenchel Milutee, Milupa Infant Foods and Milupa 7 Cereals.

Logos & Icons:

Joining the battle of additives, “LCP Milupan - for healthy development” is the logo and slogan used to describe and promote LCP fatty acids added to Milupa formula products. Its complementary foods are marketed from four months and its juices and teas from as early as the eighth day of life.



Milupa has no strong single set of icons to promote its products. It has dabbled with a cartoon range of sun, moon and stars in the Middle East; its car stickers show a bear, and Milupa babies come and go on hospital posters.

Milupa was founded in 1921 as a family business in a small town in Germany. In 1995 it was bought by Nutricia and became a partner in NUMICO (Nutricia, Milupa, Cow & Gate). Its marketing and labelling remain independent and hence it is reported here as a separate company.

Milupa claims to be the leader in breastmilk composition research by first introducing taurine in 1986, then in 1993 LCPs (long chain poly-unsaturated fatty acids) into infant formulas. After engineering another generation of LCPs in 2001, Milupa went into prebiotics like so many other companies, forever seeking a way of commercial production of natural ingredients in breastmilk so as to exploit it in marketing.

In May 2002, the company’s Step 1 baby meal rice cereal was mistakenly filled with Milupa Oatmeal Cereal where gluten content may have adverse effect on those sensitive to gluten. This incident caused the recall of the product in Canada. Then in September of the same year, Milupa’s HN25 special formula was recalled in Hong Kong due to contamination by *Enterobacter sakazakii*.

GLOBALISATION IN A NUTSHELL

A label of Milupa Oatmeal Cereal in Canada tells us the product belongs to Nutricia but is distributed by Wyeth, which in Canada belongs to Nestlé.

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.*

- Leaflets at an International Baby/ Children Products Expo in Hong Kong contain a “Milupa Mothers Club” entry form that gives Milupa information for direct promotion. The leaflet shows packshots of Milupa cereals and recommends their use from four months. In violation of WHA 47.5, it compares Milupa cereals to traditional porridge in terms of nutritional value, preparation and taste, and says Milupa “wins” on all three counts.



- Milupa cereals are advertised in the *Daily Enquirer* newspaper in the Philippines, showing packshots beneath a picture of a mother feeding her baby cereal. The ad claims: “[Milupa cereals] provide a full range of vitamins and the most important minerals. Two servings of Milupa cereals contain at least 50% of the daily requirements of these micro-nutrients.” It provides an address, telephone and fax numbers and email for more information.
- Milupa’s German website contains promotion for all Milupa products, including infant and follow-up formula, and has a baby nutrition advice section for new mothers.

- A father feeding a baby with a Milupa bottle, suggesting relief for mother, idealises the use of Milupa infant formula in ads in both Germany and Lithuania.

➤ The ad for **Milumil 2**, **Milumil HA2** (for use from four months) and **Milumil 3** (for use from eight months) in the German *Wo Bekomme Ich Mein Baby* magazine also says: “Because **Milumil** is so easy to prepare, Daddy will be happy to substitute for Mama.” It promises that “...your child always gets exact nutrients that it needs for healthy growth”.



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➤ In Lithuania, the ad for **Aptamil 3** and **Milumil 3** (both recommended for use from eight months) in a *Tavo Vaikas* magazine is titled ‘The day with daddy’.



- Milupa gives out samples of **Milupa** cereals, recommended for babies below six months, at a roadside stand in Latvia.
- In Serbia, a cute baby picture is used to promote various Milupa products in *My Baby* and *Mama* magazines and in leaflets and posters in Belgrade and Zrenjanin pharmacies and health facilities.



The same baby advertises **Aptamil 2** and **Milumil 2** follow-up formulas recommended from four months on posters in Bosnian clinics.

... and here it promotes **Aptamil**, **Milubrei**, **Miluvit**, **Kinder Grieb** all marketed for use from four months, and an assortment of other products for older babies...



... and here, it promotes **Fenchel Milutee**, an infant tea recommended for use from the second week of life and claimed to prevent colic. The photo insert of this Milupa baby is also used as a poster in health facilities, reinforcing brand recognition.



- An ad for **Miluvit**, **Milumil 2**, **Milubrei** and **Aptamil 2** in *My Baby* magazine in Serbia (left) includes packshots and a phone number for nutrition advice. Similar images appear on height charts (right) in health facilities.



- Milupa exploits breastfeeding in Germany to advertise **Aptamil 2** from four months and **Aptamil 3** from eight months in the magazine *Baby*. The same picture is used on a leaflet for **Aptamil Pre** and **Aptamil HA1** given out at a perinatal conference in Berlin.



Magazine advertisement

Leaflet from Berlin conference

Below the heading “Naturally, we can’t compete with this packaging ...”, the ad (above left) says: “... and breastfeeding is still best for the baby, but when nature does not cooperate, breastmilk-like Aptamil in the blue package will help.” The leaflet (above right) compares the LCP ingredients added to **Aptamil Pre** and **Aptamil HA1** with breastmilk.

- A leaflet inside a maternity wear and baby products catalogue in the UK invites mothers to join Milupa’s mailing list: “...you can expect to receive another precious little bundle – over £50 worth of money-off coupons” Other benefits include: a personalised website to guide mothers through pregnancy and early parenthood, a dedicated careline with mums, midwives and health care professionals offering advice, regular mailings, free samples and monthly competitions. Completed sign-up forms give Milupa information for direct marketing.



- As recently as 2004, the entire range of Milupa formulas are promoted in *Eltern* (Parents) magazine in Germany with claims that prebiotics make **Aptamil** “very close to the original”.



- “Little man. Big business. No problem.” An ad for **Conformil** in *Baby* magazine in Germany says the product can stop loose stools and constipation. ◀
- A leaflet on **Aptamil** and **Milumil** distributed at a perinatal conference in Germany shows packshots and compares the products to breastmilk, saying they are “adapted to breast-milk” and “approach breastmilk”.

Promotion at point-of-sale

▶ **Article 5.3 of the Code bans promotional devices at the retail level.**

- A booklet in a shop in Serbia promotes **Milubrei** and **Miluvit** products, most for use from four months. ▶



- Leaflets given to mothers at a pharmacy in Belgrade, Serbia, advertise **Aptamil 2** for use from four months and offer a free “*Milubox*” with each purchase. ◀
- In Serbia, Milupa sets up special displays in shops to promote **Milumil** and **Aptamil** and uses tie-in sales and promotional leaflets to boost sales of **Milubrei**.

Promotion in health facilities

▶ **Article 6.2 - No product promotion in health care system.**

▶ **Article 7.3 provides that there should be no financial or material inducement, to promote products within the scope of the Code.**

- Milupa gives health workers in Hong Kong towels embroidered with **Aptamil 1**, **Aptamil 2** and **Aptamil 3** and the Milupa logo.
- In Switzerland, health workers give mothers gift boxes that contain samples of **Aptamil HA** and **Aptamil Pre**, Milactin tea for mothers and breast pads.



- Milupa prescription pads in health facilities in Ghana and in Sudan advertise **Aptamil 1** and **Aptamil 2**, other formulas and **Milupa** cereals for infants from four months. Check boxes make prescriptions easy.



The reverse of the leaflet from Sudan suggests strict four-hourly bottle feeds from Day 1. ▶

- An advertisement for **Aptamil First** in the *Common Practitioner* scientific journal in the UK compares the **Aptamil** range with breastmilk, makes claims about LCPs and says “*Aptamil is now Britain’s fastest growing infant milk*”.
- In the UAE, Milupa gives health facilities toys and health workers bright red plastic bags with “*Milupa*” in bold on both sides.



- An advertisement in the *Archives of Disease in Childhood* says that “...when a baby is not breastfed, healthcare professionals advise mums to choose an infant milk that contains LCPs”, suggesting infant formula with LCPs is an alternative to breastmilk. The advertisement mentions no brand name but displays Milupa’s name and logo.

- A height chart in a Zrenjanin, Serbia, health facility shows packshots of products, including **Milumil 2** and **Miluvit**, both marketed for use from four months. ▶

- In Serbia, items bearing the names **Milumil**, **Milubrei**, **Miluvit** and **Fenchel Milutee** are displayed in health facility waiting rooms.



- In health centres in Sudan, colorful brochures advertise **Milupa** cereals from four months with claims about iron fortification to “prevent anaemia, frequently seen during the weaning period”.
- Doctors in Sudan receive blocks of tear-off sheets about **HN25** as a solution for diarrhoea to give to mothers as “a service of Milupa”.
- A fancy Milupa booklet given out by hospitals in the UAE advocates mixing **Miluris** (as of four months) into breastmilk or formula as a smooth start in weaning. It also promotes **Milupa** teas as of zero months, jarred foods after four months and soluble rusks to be dissolved in breastmilk or formula.

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.

► **WHA Resolution 54.2 (2001)** advises exclusive breastfeeding for 6 months which means that the recommended age for use of complementary foods cannot be under 6 months.



- **Milutee** (infant tea) labels in Serbia recommend it for use as of one week. The label shows a baby picture and is mostly in German, with only partial translation on a sticker.

- The inside of **Aptamil Pre** boxes in Latvia advertises **Aptamil 1**.
- In Tanzania, **Milupa 7 Cereals** labels recommend use from four months and claim: “The recipe contains pre-biotics which are naturally occurring nutrients similar to those found in breastmilk.”
- **Aptamil 1** and **Milumil 1** labels in Lithuania have no important notices, no mention of the superiority of breastfeeding, and no statement that the product should be used only on the advice of a health worker, yet space is found for graphics to attract mothers.



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 idealises the use of breastmilk substitutes.

- A leaflet in Ghana compares the protein, fat and carbohydrate content of breastmilk, cow's milk and **Aptamil 1** in a bar graph to show **Aptamil 1** has a “special composition close to breastmilk”. It makes other claims comparing **Aptamil 1** with breastmilk.►



- A leaflet in Macedonia promotes **Milumil 1**, **Milumil 2** and **Milubrei** cereal, saying the products “remove problems in children who eat too fast” and the rich content of complex carbohydrates will make “children relaxed and calm through the night”.

- A glossy Milupa brochure for doctors in the Sudan calls **Aptamil** “the first investment for a child's future” and promotes “An Aptamil for Every Step”: **Aptamil Start**, **Aptamil 1** and **2**.►



- In Ghana, a Milupa poster for its wheat & fruits cereal shows a baby with a bunch of fruits on its head and has the caption “Milupa cereals as natural as nature intended”. The product is recommended for use from 4 months.▼

