

Dumex

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Products include:

FORMULA:

Dumex 1, Dumex 2, Mamex, Mamil.

COMPLEMENTARY FOODS:

NutraKids (formerly Protimex).

Logos & Icons:

Like other manufacturers, Dumex has adopted recurring symbols to illustrate and promote its products. Its rattles and feeding cup have come to signify brands.



These promotional symbols are used on labels and repeated in booklets, posters and on T-shirts.

The Dumex brand was created in 1946 by the East Asiatic Company (EAC), a Danish multinational founded in 1897 for the export of pharmaceutical products to Asia. EAC started marketing baby foods in Asia in 1953 under its Nutrition Division. Operations were later consolidated under the International Nutrition Company Ltd., a wholly owned subsidiary of EAC. Dumex products can be found in more than 20 countries throughout Europe and Asia.

EAC Nutrition is headquartered in Singapore and its products are manufactured in China, Denmark and New Zealand. They are sold primarily in Asia, the Caribbean and Eastern Europe.

The company recorded net sales of USD 1 billion in 2002. It says it has “nourished” over 20 million babies in its market areas and that its brands are highly recommended by medical professionals. It recognizes that breastmilk is best for babies, but the company will provide “complete nutrition” during the baby’s first year of life “if breastfeeding is not possible for mothers”.

The International Code forbids all sampling, but Dumex representatives give out plenty. A particularly bad case was found in Cambodia in 2001 where small plastic sachets with just enough formula for one feed were given to new mothers to introduce them to the product. The sachets had no instructions on how to use the product but a sticker with the Dumex brandname was prominent. Mothers in poverty-stricken Cambodia are not expected to be able to buy a lot of formula, so small sachets may be enough to tempt some of them. In countries with higher purchasing power, mothers receive full-size samples.



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.*

▶ *Article 5.2 and 5.4 of the Code prohibit companies from giving samples and gifts to mothers.*

- Company representatives give free samples of **Dumex 2** to mothers in shops and at home in Thailand.
- Promotional materials are mailed to Thai mothers.
- **Dumex 1** is advertised on TV in China.
- In China, Dumex uses banned promotional tactics in shops: special offers, tie-in sales, gifts of free toys with purchases, posters, shelf talkers and leaflets.
- An ad in Singapore’s *Motherhood* magazine promotes **NutraKids** as “*Two-step weaning foods for babies from 4 and from 6 months*” and includes a contact number for enquiries.

- An advertisement in the *Motherhood* magazine in Singapore announces a change of brand names from **Protimex** to **Nutrakids**, recommended for use from four months. A coupon offers a free sample of **Nutrakids**. The weak voluntary Code in Singapore allows this, the International Code does not.



- Dumex reps in Thailand visit workplaces to dispense information about infant feeding and recommend specific brands to mothers.
- A poster-sized calendar in an Internet café in Phnom Penh and in many retail outlets promotes Dumex products, including follow-on formula, with packshots and claims such as: ‘improved formulation’ with OFA (Omega fatty acids), beta carotene and taurine.



- Company representatives in Thailand give mothers in health facilities promotional materials such as leaflets, music tapes and gift packs containing product samples, nappies, feeding bottles and booklets on infant feeding.



- Dumex donates unsolicited supplies of formula to health facilities in Thailand. Dumex and other companies arrange with health facilities to take turns providing free supplies.
- Dumex uses health workers in Thailand to give mothers a form to fill out, enabling the company to send promotional materials later on.
- Thai Mothers receive free samples of **Dumex 1** and **2** from company reps and health workers throughout their stay in health facilities and at postpartum check-ups.
- In Thailand, Dumex gives health workers diaries, newspaper racks, notepaper holders, handbags, pens and notepads bearing the brand name **Dumex**.

Promotion in health facilities, supplies and promotion to health workers

- ▶ *WHA Resolution 47.5 (1994) urges an end to free or subsidised donations of products to all parts of the 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.*
- ▶ *Article 7.4 allows samples to health workers but only for research purposes. Health workers may not pass on any samples.*

- Health facilities in Thailand display items that feature the **Dumex** company and brand name.



- Health workers in a Thai hospital give mothers a leaflet which says **Dumex 1** has nutrients that are important for brain development and the immune system.
- In a Thai hospital leaflets promote **Dumex 2** for babies from 6 months to 3 years.
- Dumex gives health workers in Thailand a booklet called “*Secret tricks to help your child become clever*”.
- Cambodian health workers are given T-shirts by Dumex.▶



T-shirt modelled by IBFAN staff

- Calendars in a Cambodian health facility show images of Dumex products with the slogan “Expert in Infant & Child Nutrition”.
- In a Cambodian hospital, a Dumex height measurement wall chart features the company name together with the rattle and feeding cup found on Dumex labels.
- In China Dumex distributes calendars, posters, weight and height charts for infants, leaflets and stickers bearing the Dumex name. These items are displayed on health facility walls, windows, shelves and notice boards.



- A leaflet found in health care units in China announces “new formulation, new package for Dumex infant formula” and claims it is closer to breastmilk, promotes good mental health and strengthens resistance to diseases. Clipped to the leaflet is a free delivery hotline, an application for Dumex’s Baby Club and a company representative’s card.▶

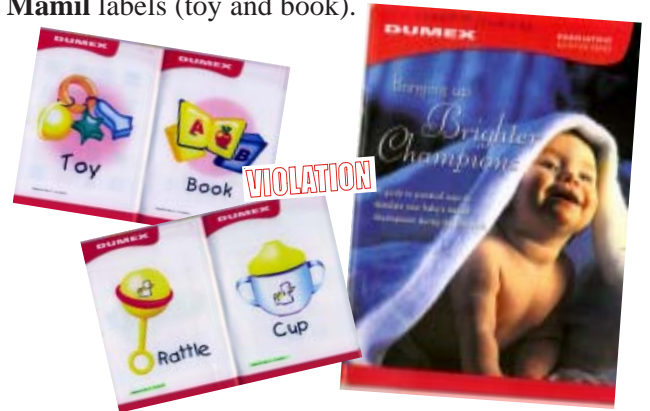


- In China, mothers in health facilities are given cards announcing a Dumex child care hotline.



- In Saudi Arabia, Dumex distributes to doctors, formula tin-shaped transistor radios labelled as **Pro-timex** (now known as **NutraKids**) on one side and **Mama Plus** on the other.◀

- A 48-page booklet in a ‘discharge pack’ of a hospital in Singapore contains guidelines “to stimulate your baby’s mental development during the first year” and pictures for visual stimulation from the **Dumex 1** and **2** labels (rattle and feeding cup) and **Mamex** and **Mamil** labels (toy and book).



- In a hospital in Singapore, discharge bags given to mothers contain a cardboard photo frame which doubles as immunization schedule. A tearaway section invites mothers to fill in a card to receive a “special baby gift” and information regarding “Dumex World benefits”.



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.

- In China, **Dumex 1** labels recommend complementary feeding from four months. **Dumex 2** labels contain promotional text such as “Better Basis, Greater Future”, “Promote Resistance against Diseases” and “Raise Winners of Tomorrow”.
- Dumex labels in Cambodia are written in Thai, Malay or English but not Khmer.
- **NutraKids** cereals in Malaysia and Singapore are labelled for use from four months.

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.

▶ For health professionals, **Article 7.2** of the Code only allows product information which is factual and scientific.

- A booklet in Singapore entitled *Fine Weaning* recommends breastfeeding for four months. The **Dumex 1** rattle and **Dumex 2** cup appear on alternate pages. The Dumex name beneath three children with a graduation cap suggests the company's products will make children intelligent.



- A card and a leaflet in China show packshots and announce **Dumex** follow-up formula is now fortified with AA and DHA.



- In Hong Kong, a booklet *Dumex – A guide to infant feeding* suggests that solids be introduced from three months and shows a mother spoon-feeding her baby. It claims that **Dumex** is specially formulated to provide suitable nutrients for the different stages of development and features a feeding schedule for breast-fed and bottle fed babies. Included are promotional prices, special offers and a **Dumex** hotline service.



- A Chinese handbook for expectant mothers advertises a full range of Dumex products including **Dumex 1** and **Dumex 2**. There is a column for mothers to fill in and return to the company, facilitating direct marketing. The picture of the children with a graduation cap (shown above) is on the inside back cover.



- In Thailand a *Health guide book for mother and child* promotes **Dumex 1** and **2** as similar to breastmilk, with “best nutrition for highest brain development”. Three babies symbolise the Dumex “3N” slogan (Nature, Nurture and Nutrition).

- A booklet for health workers in Thailand titled ‘3N of brain development’ shows picture of a mother and sister bottle feeding a baby, idealising bottle feeding.



- ‘Add value for life’ is the heading of a leaflet in Thailand which advertises **Dumex 1** and **2** and claims the addition of nucleotides promotes immunity, growth and brain development and that the amount of beta carotene in the formula is the same as in breastmilk, enhancing immunity.

- In Thailand, a leaflet promoting **Mamex** claims the nutrients for brain development in **Mamex** are similar to breastmilk; a table shows that **Mamex** is closest to breastmilk compared to other brands.

- A shelf talker in a supermarket in Malaysia announces a free pack of **NutraKids** infant cereal with every purchase of two packs.▶



- A leaflet promoting —“Win the weaning blues”— found at a counter at a *Disney on Ice Show* in Malaysia promotes **Nutrakids** cereal, marketed for use from four months, with packshots and a baby picture.◀

- An advertisement in a Malaysian newspaper and a magazine in Singapore show packshots and baby pictures. A toll-free “Nutri-line” is also given. The product claims to produce “fitter...brighter babies”.▶

