

ANNEX: Examples of Violations of the International Code of Marketing of Breastmilk Substitutes in Austria

There is advertising for Follow-up milk like as if there is no code, the same for special milk here for “anti colic” milk.



Contact with families – advertising with family name of the mother.



Advertising with Bottles, Baby faces and misleading symbols



Present box from the pediatrician



Hospital bottle



Advertising for bottles – Helps settle your baby – less colic



Leaflet for appointment with pediatrician



Signs in a shop for toilets, nursing room and wheelchair lift



Medela Bottle as computer-stick, a present for nurses.



Comparative advertising in parent's magazine



Toys at a mother counseling office bearing logos of baby food company