

Feeding bottles & teats

Promotion to the public

There should be no advertising or other form of promotion of products. There should be no point-of-sale advertising, giving of samples or any other promotional device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, lossleaders and tie-in sales. Marketing personnel should not seek direct or indirect contact with pregnant women or with mothers of infants and young children. (Article 5).



NUK

Chinese NUK advertisement from a parenting magazine promotes the "Baby Rose & Blue" line of feeding bottles, with a large picture of a happy baby and product pack shots.



TOMMEE TIPPEE

A Closer to Nature promotion on the Beyond Conception online store claims that the feeding bottle and teat "have been designed to mimic the natural flex, feel and movement of mother's breast, making it easier to combine breastfeeding and bottle feeding". The ad further claims "The unique shape allows the bottle to be held closer into the body therefore allowing dads to enjoy a closeness with baby during feeding normally reserved for breastfeeding mums."

Labelling

Labels should provide information about the appropriate use of the product, and not discourage breastfeeding. Infant formula containers should carry a clear, conspicuous and easily readable message in an appropriate language, which includes all the following points:

- a) the words "Important Notice" or their equivalent;
- b) a statement about the superiority of breastfeeding;
- c) a statement that the product should only be used on the advice of a health worker as to the need for its use and the proper method of use; and
- d) instructions for appropriate preparation, and a warning of the health hazards of inappropriate preparation.

Neither the container nor the label should have pictures of infants, or other pictures or text which may idealise the use of infant formula. The terms 'humanised', 'maternalised' or similar terms should not be used. (Articles 9.1 and 9.2)



CACARA

The label for Cacara feeding bottles shows an idealising picture of an infant.

Promotion in health care facilities

No Promotion to Health Workers

Information provided to health professionals by manufacturers and distributors should be restricted to scientific and factual matters, and should not imply or create a belief that bottle feeding is equivalent or superior to breastfeeding. Samples of products or equipment or utensils for their preparation or use, should only be provided to health workers for professional evaluation or research at the institutional level. (Articles 7.2, 7.4 and WHA 49.15 [1996])



AVENT

These innocuous looking leaflets from a Chinese health facility promote everything from breast pumps, breast pads and skin care products for mom and baby. Turn them over and a subtle promotion for feeding bottles pop up. These leaflets are endorsed by organisations like Women's Federation, National Regulation and Family Planning Committee etc.