


# Bayer

## 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).

 <p>The image shows a close-up of a baby's face peering over the edge of a light-colored container. The word "Regurgitation" is written in a cursive font above the baby's head. A large, brown, rectangular stamp with the word "VIOLATION" in bold, white, capital letters is placed diagonally across the lower part of the baby's face. At the bottom left, the "NOVACARE" logo is visible, featuring a giraffe mascot and the text "Novacare" in blue. Below the logo, there is a small URL "http://www.novacare.com.my" and the text "© 2008 Novacare".</p>	<p>This Novacare 'educational' leaflet on regurgitation, distributed in Malaysian pharmacies, fails to mention the importance of breastfeeding anywhere in its contents. Instead, the leaflet is peppered with promotional mascots like the giraffe, found on the <b>Novalac</b> range of infant formula, which incidentally has a formulation for reflux/regurgitation. The leaflet also recommends weaning at 5 months, contradicting the global recommendation for babies to be exclusively breastfed for 6 months.</p> <p>Article 4.5 of Malaysia's Code of Ethics for Infant Formula Products of 1995 forbids the promotion of infant formula products in retail outlets. This is reiterated in the new 2008 Code of Ethics for the Marketing of Infant Foods and Related Products.</p>
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