

# Dumex

## 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).



Free follow-on formula in cyberspace! The Singapore Dumex website offers members a free sample of **Mamil 2**. It also promotes the product as a “breakthrough in infant nutrition”. Providing customers with a free sample is an effective way of ensuring brand loyalty.



Dumex shows off its new ‘breakthrough’ packaging for **Mamil Gold** follow-on formula in an English daily *The Straits Times* and promotes the product with the claim “designed with mothers’ needs in mind”. Parents who provide feedback on the new packaging stand to win supermarket vouchers worth S\$100 (US\$74).

## Promotion at point of sale

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

A supermarket in Cambodia features a special Dumex display with cans of **Dulac Gold** infant formula, **Dupro Gold** follow-on formula and **Dugro** growing-up milk. A sales promoter in Dumex uniform was on hand to promote the products.



Article 13 of the Cambodian Sub Decree on Marketing of Products for Infant and Young Child Feeding forbids promotion in shops through the use of special displays.

In China, Dumex vies for attention of shoppers with this amazing display of a full range of Dumex products including its infant and follow on formulas! Keeping ahead of fierce competition, this attractive display features a TV monitor with running footage of ads and messages to entice shoppers into buying the Dumex products on display.



The Chinese Regulations are silent on promotion in shops. However, shop displays like this can be viewed as a form of advertisement which are forbidden.



In China, this Chinese New Year promotion offers “one free water bottle with purchase” of Dumex products as a festive gift. Note the dolphin graduate on the label of the follow-on formula which implies that use of the product will enhance intelligence.



In a Singaporean supermarket, large banners are placed along shelves of **Mamil Gold** follow-on formula. The banner shows a baby with an Immunofortis ‘shield’ where the tummy should be and the slogan “nourishment for baby’s gut”.



A supermarket in Singapore offers a promotion which includes discounts for **Dulac 1** and **Mamex Gold 1** infant formulas.

Article 8.2 of the Codes on of Ethic the Sale of Infant Foods in Singapore forbids the Infant Food Industry from organising point-of-sale promotions to induce sales at the retail level. This includes price-off offers.

## Promotion in health care facilities

Facilities of health care systems should not be used to promote products. Nor should they be used for product displays or placards or posters concerning such products, or for the distribution of materials bearing the brand names of products. (Articles 6.2, 6.3 and, 4.3).



Infant formula promotion manifests itself on a baby blanket in a Singapore hospital. The twin dolphin logo is found on the label of **Mamex Gold** infant formula (insert).

## Stretching the rules

The aggressive promotional tactics for growing-up milks and other products which are not within the scope of the Code indirectly promote infant and follow-on formulas bearing the same (or similar) names and logos. These practices undermine breastfeeding and are highlighted in this section along with practices, such as sponsorship, which give rise to conflicts of interest.

- WHA resolutions 49.15 (1996) and 58.32 (2005) warn against conflicts of interest where financial support or other incentives are given for programmes and health professionals working in the area of infant & young child health.



This **Dugro Gold** folder from Vietnam promotes the product by claiming the product “maintains the superiority of breastmilk”, and helps to strengthen the immune system.