

Friesland

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).



This advertisement in Motherhood magazine published in Singapore, promotes **Friso 2, 3, 4** in one fell swoop with a tagline "Support your child's development" to promote the 'Frisoshield' system of nutrients with claims which draws similarities between the entire product line with breastmilk.



The same "Support your child's development" tagline is used in this Friso advertisement from Singapore's Mumcentre. This parenting website advertises the entire Friso range including **Friso 2**.



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Promotion at point of sale

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



A promotion at Guardian Pharmacy Singapore offers six 900gm tins of **Friso Gold 2** for the price of five. For every purchase of a 1.8kg tin of **Friso 2 Gold**, purchasers receive a free 300gm pack of Frisorem Wheat complementary food.

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.



One of Singapore's biggest parenting events features a talk and demo on weaning by Friesland which gives the company access to pregnant women and mothers.



This Friso flyer, distributed door-to-door in Singapore, includes the following:

- a registration form for the Working Mothers Forum. The Forum is sponsored by Friso with the support of the Obstetrical & Gynecological Society of Singapore and the Singapore Paediatric Society by Friso,
- An assurance on product safety incorporating an ad for Friso 2,
- A Friso promotion (see entry under Promotion to the Public)
- An ad for Frisomum.