

# Hipp

## 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)



In Vietnam, Hipp products are promoted as suitable for babies from 4 months. None of these Hipp labels for infant juices and pureed fruit are in the local language. If that is not bad enough, some of the labels are pasted over with stickers promoting bonus points, free gift with purchase and the claim "Convenient for mothers, superior for baby".