

Mead Johnson

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 huge signboard hanging in a shop in Vietnam promotes Mead Johnson's **Enfapro 2**, Enfagrow and Enfamama with pack shots and an announcement of prices starting from 55,000 dong.



Article 6 of the Vietnamese Decree 21/2006 prohibits the advertising of milk for children from birth to 12 months. Advertisements of breastmilk substitutes for babies 12-24 months to include the statement "Breastmilk is the best food for health and comprehensive development of young children"

Promotion in health care facilities

No Promotion to 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).

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])



Spotted outside a treatment room in a maternal and child hospital in China is the familiar Mead Johnson company logo. The display of company logo which is also found on all product labels confers medical endorsement of the company's products. The slogan "On the road to a healthy life, (Mead Johnson) takes care of you every step of the way" which appears

alongside the company logo is highly promotional and suggestive even though no product name is mentioned.



What's left unsaid is often more suggestive and powerful. In this fridge magnet given to a doctor in Malaysia, no products may be seen or described, but the colour scheme, the figure '2', the golden bow and the Mead Johnson name highly resemble the

Enfapro A+ follow-up formula label (insert). The fridge magnet also promotes EnfaMama Club which offers mother craft services and facilitates contact with mothers.

Article 4,5 of the Malaysian Code of Ethics for Infant Formula Products (1995) forbids companies to promote infant and follow-on formula within the health care system.



Another innovative way for Mead Johnson to announce the intelligence factor of its products is to issue invitations in the shape of a mortar board worn by the Mead Johnson owl mascot. The invitations, sent to health care practitioners in Malaysia, is for a talk on "Impact of DHA and ARA Levels on Developmental

Outcomes from Newborns to Toddlers". Not surprisingly, DHA & ARA which the company touts as promoting intelligence are key ingredients in **Enfalac A+** infant formula. To encourage participation, attendees are awarded CME (Continuing Medical Education) points.

Article 5.2 of the Malaysian Code of Ethics for Infant Formula Products (1995) forbids health professionals from accepting incentives in cash or in kind.

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:

- the words "Important Notice" or their equivalent;
- a statement about the superiority of breastfeeding;
- 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
- 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, the **Enfalac A+** label resorts to the promotional claim “*supports mental and physical development*” to describe the benefits of **Enfalac A+** infant formula.

Article 8 of the Vietnamese Decree #21/2006 stipulates that labels should not contain text to describe that products are equivalent or superior to mother’s milk.

Misleading text and pictures which violate the Code

- Article 4.2 requires all information material to advocate for breastfeeding and not contain pictures or text which idealises the use of breastmilk substitutes.
- For health professionals, Article 7.2 of the Code only allows product information which is factual and scientific.



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An ad in the **The Indonesian Society of Pediatricians (IDAI) Buletin** promotes **Enfamil A+** infant formula and **Enfapro A+** follow-on formula with the slogan “*Enfamil A+ blend of nutrients support the developing immune system—to give baby a better start in life*”. An easy-to-read chart showing a reduced incidence of bronchitis is prominently featured.

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This ad from the Indonesian *Journal of Pediatrics, Obstetrics & Gynecology* uses a chart to illustrate the similarity of the fatty acid content in **Enfamil HA** special formula with that of breastmilk.

Article 11 (3) of the Indonesian Ministerial Decree 273/MENKES/SK/IV/1997 stipulates that advertising in professional journals should only be allowed with the consent of the Ministry of Health. No consent is apparent in the ad.

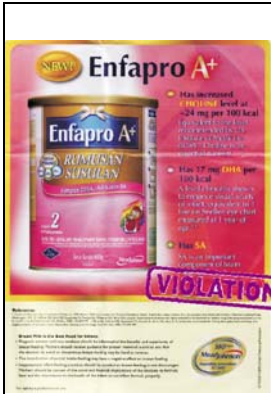


Another ad from the Indonesian *Journal of Pediatrics, Obstetrics & Gynecology* blatantly plays on parents’ insecurities about their baby’s health with the poser “*why give anything less than the best possible nutrition to the infant at risk of allergy.*” A picture of an infant in the pink of health is used to push **Enfamil HA** special formula as the ideal solution for babies with allergy risk.

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In Malaysia, an advertisement in the *Medical Tribune* promotes **Enfapro A+** follow-on formula with claims that the product ingredients provide essential nutrients, improved visual acuity via DHA and contain important components for brain development.

Article 4.5 of the Malaysian Code of Ethics for Infant Formula Products (1995) forbids the advertising of infant formula products in the mass media. Only vetted scientific and educational materials are allowed for health professionals.



This ad in the *Journal of Pediatrics, Obstetrics & Gynecology (JPOG)*, aggressively pushes **Enfalac A+** infant formula ahead of the competition with boldly crafted statements claiming that the products contain recommended levels of choline and DHA & ARA levels as recommended by renowned institutions such as FAO/WHO and the US Institute of Medicine. A flap on the top of ad unfolds to read "*Enfalac A+ ... Supports Development in Early Life*".

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The slogan used in this advertisement in the *Journal of Pediatrics, Obstetrics & Gynecology (JPOG)* promotes **Enfalac A+** as the solution for babies with frequent spit ups, a common infant trait. The ad proudly announces that the product is "easy to feed", "supports brain and eye development". As if this is not enough, the ad contains the slogan "*Nourishing Children, Nurturing Futures*".

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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.



Which parent wouldn't want the best for their child? This ad from a Malaysian daily *The Star* shows how an **Enfagrow** kid is able to play with live animals and learn more (and be protected at the same time) while his 'weaker' non-Enfagrow counterpart has to

make do with toy animals in the safety of his home. The ad also has a cut-out for free sample redemption. To complement the ad, an advertorial entitled "Smart Development" (picture right) in the same newspaper openly promotes Mead Johnson's Smart 10 Nutrition System which purportedly provides children "*with the best start in life*".



A souvenir booklet to commemorate the opening of the Mead Johnson Asia R&D Center in Thailand and Mead Johnson's centenary carries the slogan "*Commitment To Thailand, Helping Provide Children With The Best Start In Life*". The booklet includes an article on the history of Mead Johnson which is replete with pack shots, pictures of babies with special nutritional requirements (and the recommended formula for them) and advertisements for **Enfagrow**, **Enfakid** and **Alacta** growing-up milks.