

# Wyeth

## 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).



**VIOLATION**

This advertisement, from the Motherhood magazine in Singapore, cleverly links a promotional slogan "Love is your greatest gift so treasure him like gold" to **Promil Gold** range of formula including its follow-on milk. To win mother's trust, the ad throws in another claim: "Wyeth treasures your child the same way you do ... Like gold" and complements it with a picture of a toddler clinging to his mom's skirt.

## 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])

**VIOLATION**

A leaflet found in a Chinese health facility promotes **Promil Gold 2** with claims such as "golden baby with bright eyes", "sharp vision" and "good performance".

The leaflet features a popular singer from Hong Kong whom young parents strongly idolize.

Article 13 of the Chinese Regulations (1995) stipulate that no propaganda materials from companies be distributed within the medical and health institutions.



**VIOLATION**

This bib from China features cartoons of a baby in three stages of development and a large **S-26** logo to represent Wyeth's infant formula product. The baby in the middle is feeding itself with a bottle. The slogan – "The alpha-protein is soft to digest and absorb" refers to **S-26** infant formula and the bib also promotes the **S-26 Mum's Club**.

Article 7 of the Chinese Regulations 1995 prohibit the distribution of gifts.



**VIOLATION**

Promotion by product mascot? This neat little desktop calendar cum note pad found in a clinic in Malaysia does not refer directly to infant formula but features the lion mascot (which is also used to promote **S-26 Gold** infant formula) posing with a ball marked '1'.

## 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.

A large banner positioned at the foyer of a public hospital in Hong Kong promotes Wyeth Mama milk for mothers. The baby is solving a puzzle within a 'bubble' which could represent a womb or a dream sequence – the perfect accompaniment to the slogan "Maybe this is the dream of every mother". Just above the pack shot of Wyeth Mama is the statement "DHA and folic acid can help fetal brain development".

