



"Misleading marketing of baby foods deprives me of precious mother's milk. Please think of me."

Breastfeeding is the natural and ideal way of feeding the infant and provides a unique biological and emotional basis for healthy child development. It promotes physical, physiological, motor, mental and psychological growth and development. The effect of breastfeeding on child spacing, on the health of the mother, reduction in the risk of breast and ovarian cancers, on the family and on the national economy is well recognized.

WHO estimates that globally 1.5 million babies could be saved by appropriate optimal breastfeeding every year.

One major reason of inappropriate feeding is commercial promotion of baby food products. Recognizing this fact, the World Health Assembly adopted the International Code of Marketing of Breastmilk Substitutes in 1981. The Indian Parliament, recognizing the need to protect breastfeeding from commercial influence, enacted the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 (IMS Act).

While presenting the Bill in Parliament, Sh. Arjun Singh, then the Minister for Human Resource Development, observed, *"Inappropriate feeding practices lead to infant malnutrition, morbidity and mortality in our children. Promotion of infant milk substitutes and related products like feeding bottles and teats do constitute a health hazard. Promotion of infant milk substitutes and related products has been more extensive and pervasive than the dissemination of information concerning the advantages of mother's milk and breastfeeding and contributes to decline in breastfeeding."*

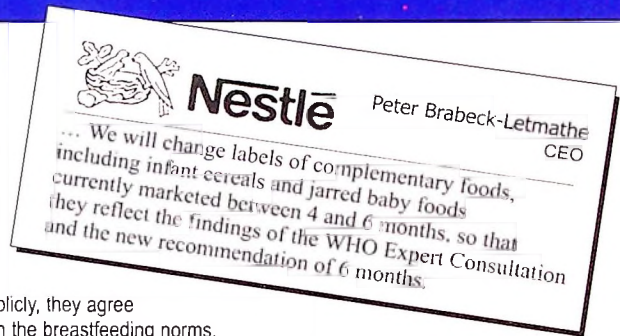
Despite this, several companies manufacturing infant milk substitutes, feeding bottle and infant foods continue to market their products using unethical promotional practices, to discourage mothers from breastfeeding, who thereby lose their confidence and ability to breastfeed fully, resulting in early introduction of bottle feeding and commercial food.

This document shows examples of unethical advertisements.

Companies use a variety of methods to induce people to use their products. Apart from the usual marketing techniques, they even give false and misleading information and make false claims.

Unethical Practices: Misleading People

- Companies encourage starting cereals at 4 months age inspite of Govt. Of India and World Health Assembly advocating exclusive breastfeeding till 6 months.
- Their publicity makes tall health claims and indicates many nutritional benefits of cereals-all of which wrongly leads to starting of cereals at too early an age.
- The educational material brought out directly by the companies, or under their sponsorship, is often misleading and undermines the importance of breastfeeding.
- Schemes with free gifts or tied-up sales are very tempting and, again, promote early introduction of cereals.
- Brand promotion through hoardings, shop sign-boards, sponsorships in magazines, radio & TV build an image of trustworthiness that the companies exploit to their own advantage at the cost of the childrens' health.
- Public relations exercises such as sponsoring sports functions, distribution of relief materials during emergencies, involvement on social issues, thereby projecting an image of being "good guys" whom people can trust.

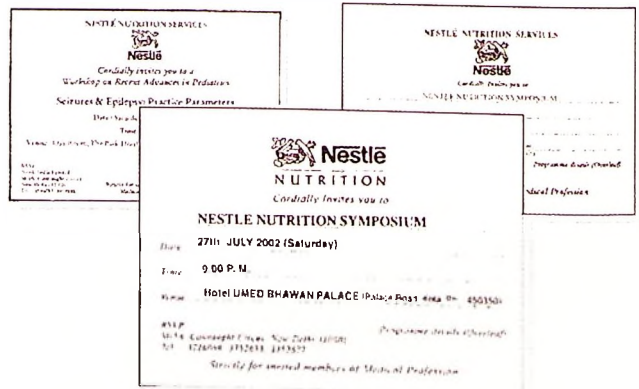


Publicly, they agree with the breastfeeding norms, and even bring out their own publications justifying promotion of their products. And at the same time they continue to use unethical marketing techniques that violate the IMS Act in spirit and in letter.

The Internationally accepted recommendations and the Government of India's policy are quite clear. And Nestle agrees. But their publicity continues to be contrary to their own words.

Even though the IMS Act clearly prohibit incentives to medical professionals, Companies continue to sponsor events for doctors, nurses and para-medicals.

Hoardings are prohibited under the Act but Companies get around this by putting up boards at Chemists' shops.



Free Gifts to Induce Sales

FREE

50g Johnson's baby soap, with every 400g Cerelac pack.

Make your baby the Cerelac advantage

IMPORTANT NOTICE: MOTHER'S MILK IS BEST FOR YOUR BABY. INFANT FOOD SHALL BE INTRODUCED ONLY AFTER A MONTH OF AGE.

मुफ्त

Nestle CERELAC Infant Cereal with Milk Wheat

बाउल

अपने बच्चे को पोषण के साथ-साथ स्वाद भी दें।

मुफ्त

एक जूस

फारेक्स के हर पैक के साथ

Farex

The attraction of nutrition and good health offered in these advertisements, coupled with the inducement of free gifts, lure mothers away from breastfeeding.

Now glowing skin with Cerelac Nutrition.

FREE

50g Johnson's baby soap, with every 400g Cerelac pack.

Brand Building

Promotion of "nutritious" milk for older children, is used as a brand building exercise to extend the same virtues to infant foods, thereby discouraging breastfeeding.

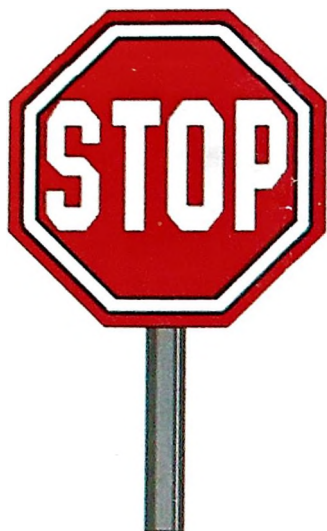
अगर आप चाहती हैं कि आपका लाडला भविष्य में तस्वरी करे...

Nestle Growing Up Milk

हेल्थ ड्रिंक क्या है?

Nestle Growing Up Milk

Nestle Growing Up Milk



If we all join hands,
we can force the
companies to
abandon their
unethical practices.

To stop these unethical practices, *you* can help.
What you can do today...

- Write to manufacturers of infant foods to stop their unethical marketing practices. Addresses are given below.
- Spread the message and tell more people to voice their protest to the companies.
- Wherever and whenever you spot instances of violations of the IMS Act, bring it to the notice of the authorities. Do not worry about retaliatory measures.
- Write to the Government authorities to seek and disseminate correct and scientific information on breastfeeding and infant & child feeding.

Addresses of Infant Food Manufacturers

Nestle India Ltd.
7th Floor, DLF Centre
Parliament Street
New Delhi-110 001

Dalmia Industries Limited
Ghana-Sewar Bypass Road
Bharatpur 321 001
Rajasthan

Alferez Pvt. Ltd.
25/3 Suvernपुरi Society
Chikkowadi
Vadodara 390 007

Heinz (India) Pvt. Ltd.
D. Shiv Sagar Estates
Worli, Mumbai 400 025

Wockhardt Ltd.
Dr. Annie Besant Road
Worli, Mumbai 400 018

Gujarat Cooperative Milk Marketing
Federation Ltd. , Anand 388 001
Gujarat

For more information write to BPNI.

Breastfeeding Promotion Network of India



BP-33 Pitampura,
Delhi 110088.

Tel: +91 (11) 7312445

Fax: +91(11) 7315606

Email: bpni@bpni.org

Website: www.bpni.org

*Please send BPNI a copy
of your letter to the companies.*