

Don't be a mug.



**Give Nescafé
the boot.**

Don't be a mug.



**Give Nescafé
the boot.**

Don't be a mug.



**Give Nescafé
the boot.**

Don't be a mug.



**Give Nescafé
the boot.**

A baby dies every 30 seconds from unsafe bottle feeding

- Nestlé, the maker of Nescafé, promotes artificial infant feeding around the world, breaking a World Health Organisation (WHO) code of marketing.
- WHO and the United Nations Children's Fund say that reversing the decline in breastfeeding could save 1.5 million lives every year. **4,000 infants die every day because they are not breastfed.**
- Where supplies of water are unsafe, a bottle-fed baby is up to 25 times more likely to die as a result of diarrhoea than a breastfed child.
- Expensive baby foods can also increase family poverty. Poverty is a major cause of malnutrition.
- Poor people often over-dilute the baby milk powder to make it last longer. The baby may then become malnourished.
- Breastfeeding saves lives. Even undernourished mothers can breastfeed.
- Nestlé's marketing encourages mothers and health workers to favour artificial infant feeding
- **Nestlé makes a profit while others count the cost.**

Don't let them get away with it -
Boycott Nescafé.

Visit us on the Internet at <http://www.babymilkaction.org>

I pledge not to buy Nescafé until Nestlé follows the World Health Organisation's marketing requirements.

Please send further information.

I want to join Baby Milk Action and enclose £15 waged £7 unwaged

Name _____

Address _____

Postcode _____ Signature _____



Baby Milk Action
23 St. Andrew's Street
Cambridge,
CB2 3AX, UK

A baby dies every 30 seconds from unsafe bottle feeding

- Nestlé, the maker of Nescafé, promotes artificial infant feeding around the world, breaking a World Health Organisation (WHO) code of marketing.
- WHO and the United Nations Children's Fund say that reversing the decline in breastfeeding could save 1.5 million lives every year. **4,000 infants die every day because they are not breastfed.**
- Where supplies of water are unsafe, a bottle-fed baby is up to 25 times more likely to die as a result of diarrhoea than a breastfed child.
- Expensive baby foods can also increase family poverty. Poverty is a major cause of malnutrition.
- Poor people often over-dilute the baby milk powder to make it last longer. The baby may then become malnourished.
- Breastfeeding saves lives. Even undernourished mothers can breastfeed.
- Nestlé's marketing encourages mothers and health workers to favour artificial infant feeding
- **Nestlé makes a profit while others count the cost.**

Don't let them get away with it -
Boycott Nescafé.

Visit us on the Internet at <http://www.babymilkaction.org>

I pledge not to buy Nescafé until Nestlé follows the World Health Organisation's marketing requirements.

Please send further information.

I want to join Baby Milk Action and enclose £15 waged £7 unwaged

Name _____

Address _____

Postcode _____ Signature _____



Baby Milk Action
23 St. Andrew's Street
Cambridge,
CB2 3AX, UK

A baby dies every 30 seconds from unsafe bottle feeding

- Nestlé, the maker of Nescafé, promotes artificial infant feeding around the world, breaking a World Health Organisation (WHO) code of marketing.
- WHO and the United Nations Children's Fund say that reversing the decline in breastfeeding could save 1.5 million lives every year. **4,000 infants die every day because they are not breastfed.**
- Where supplies of water are unsafe, a bottle-fed baby is up to 25 times more likely to die as a result of diarrhoea than a breastfed child.
- Expensive baby foods can also increase family poverty. Poverty is a major cause of malnutrition.
- Poor people often over-dilute the baby milk powder to make it last longer. The baby may then become malnourished.
- Breastfeeding saves lives. Even undernourished mothers can breastfeed.
- Nestlé's marketing encourages mothers and health workers to favour artificial infant feeding
- **Nestlé makes a profit while others count the cost.**

Don't let them get away with it -
Boycott Nescafé.

Visit us on the Internet at <http://www.babymilkaction.org>

I pledge not to buy Nescafé until Nestlé follows the World Health Organisation's marketing requirements.

Please send further information.

I want to join Baby Milk Action and enclose £15 waged £7 unwaged

Name _____

Address _____

Postcode _____ Signature _____



Baby Milk Action
23 St. Andrew's Street
Cambridge,
CB2 3AX, UK

A baby dies every 30 seconds from unsafe bottle feeding

- Nestlé, the maker of Nescafé, promotes artificial infant feeding around the world, breaking a World Health Organisation (WHO) code of marketing.
- WHO and the United Nations Children's Fund say that reversing the decline in breastfeeding could save 1.5 million lives every year. **4,000 infants die every day because they are not breastfed.**
- Where supplies of water are unsafe, a bottle-fed baby is up to 25 times more likely to die as a result of diarrhoea than a breastfed child.
- Expensive baby foods can also increase family poverty. Poverty is a major cause of malnutrition.
- Poor people often over-dilute the baby milk powder to make it last longer. The baby may then become malnourished.
- Breastfeeding saves lives. Even undernourished mothers can breastfeed.
- Nestlé's marketing encourages mothers and health workers to favour artificial infant feeding
- **Nestlé makes a profit while others count the cost.**

Don't let them get away with it -
Boycott Nescafé.

Visit us on the Internet at <http://www.babymilkaction.org>

I pledge not to buy Nescafé until Nestlé follows the World Health Organisation's marketing requirements.

Please send further information.

I want to join Baby Milk Action and enclose £15 waged £7 unwaged

Name _____

Address _____

Postcode _____ Signature _____



Baby Milk Action
23 St. Andrew's Street
Cambridge,
CB2 3AX, UK