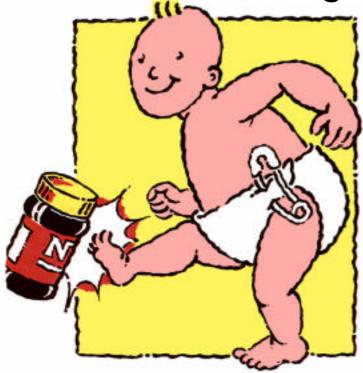
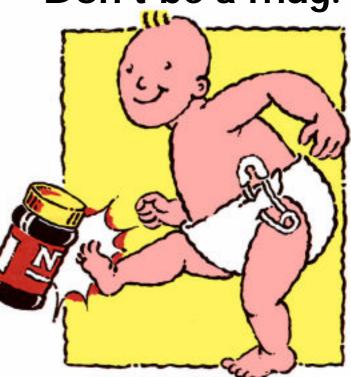
Don't be a mug.





Give Nescafé the boot.



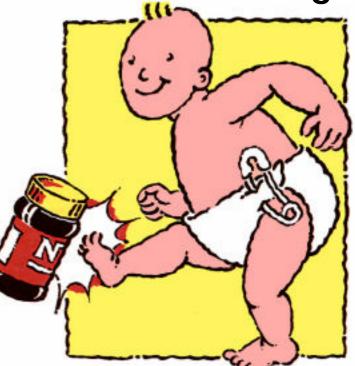
Give Nescafé the boot.

Don't be a mug.

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Give Nescafé the boot.



Give Nescafé the boot.

A baby <u>dies</u> 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

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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 unwaget	BABY MILK ACTION ged	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 unwa	BABY MILK ACTION
Name	Baby Milk Action	Name	Baby Milk Action
Address	23 St. Andrew's Street	Address	Baby Milk Action 23 St. Andrew's Stree
	Cambridge,		Cambridge,
Postcode Signature	CB2 3AX, UK	Postcode Signature	CB2 3AX, UK

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NameAddress	Baby Milk Action
Postcode Signature	CB3 3VA TIK

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