

Don't be a mug.



**Give Nescafé
the boot.**

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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.

**BABY MILK
ACTION**



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

Tel: +44 1223 464420 Fax: +44 1223 464417
E-mail: info@babymilkaction.org

www.babymilkaction.org

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