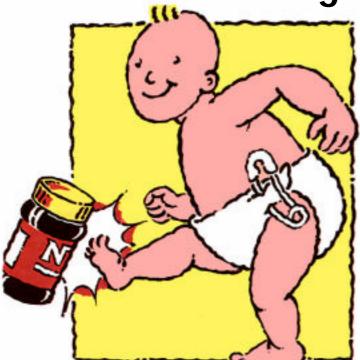


Give Nescafé the boot.

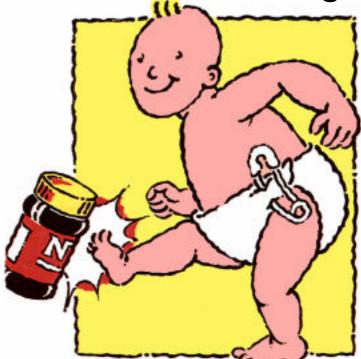
Don't be a mug.



Give Nescafé the boot.

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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.

BABY MILK

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