Blédina Code violations

Blédina positions itself ‘right next to mother’ (du côté des mamans) through its various brands of baby foods. In mid 2009, Danone injected €22 million into a Blédina factory in Brive-la-Gaillarde, France, to establish another production line. In November 2009, however, Danone announced plans to reorganise production efficiency at the site following a staff reduction exercise. Blédina also has other plants in Poland and the Czech Republic which are less costly to run.

LOOK AT THIS!

In the EU, the labels of infant formula and follow-on formula must be clearly distinct from one another so as to avoid any risk of confusion. The ads (right) illustrate how Blédilait formulas are labelled to resemble each other so that promotion of follow-up formula, (permitted under EU Directive but not under the International Code), indirectly promotes infant formula products (see 1 with inset) within the same range.

This Bledilait Relais 2nd Stage ad found in French parenting magazines Côté mômes, Guide Baby and Maman tells mothers: “After breastfeeding, go to a milk specially developed to take over”. The product is promoted as the infant formula conceived for babies who have been breastfed. The ad states, “Weaning is a delicate process for baby because his digestive system is still immature. That’s why Bledilait Relais 2nd Stage contains adapted proteins which are more digestible for better tolerance. Rich in iron, the kind of iron better absorbed, promotes better growth.”

Another ad in the Happy Baby Book 2010 for the same product is much worse. Entitled “You gave him life, continue with Bledilait 2 with iron better absorbed” the ad shows a baby emerging from a can of Bledilait 2. It also warns “without iron, your baby will tire more quickly and be prone to infections.” (see 2)