Laboratoire Gallia Code violations (Danone)

Although it is not clearly evident on the materials of Laboratoire Gallia that the products belong to Groupe Danone, the name is mentioned in the Baby Nutrition section of the Danone website.

**Promotion to the public and in shops**

- Article 4.2 requires information to advocate for breastfeeding and not contain pictures or text which idealise the use of breastmilk substitutes.
- Article 5.1 of the Code prohibits advertising or other forms of promotion of products under the scope of the Code.
- Article 5.2 and 5.4 prohibit samples and gifts to mothers.
- Article 5.3 bans promotional devices at the retail level.
- Article 5.5 prohibits direct or indirect contact with mothers.

- In France:
  - The booklet *Le Carnet de Bébé*, seen here in two different versions (see 1 & 2) profusely encourages breastfeeding but only for up to 5 to 6 months. One cover actually shows a baby holding a baby bottle asleep on his mom’s breast! The booklet contains statements to the effect that formula is close to breastmilk and advises that from the 6th month, milk is no longer exclusive food for baby.
  
  There are ads for Gallia 2 in its various permutations in both editions (see 3). Parents at health centres receive the booklet as well as a ‘baby memo’ as gifts. (see 4)

  - The same image of the sleeping baby with a feeding bottle also appears in an ad in *Maman* to promote Gallia Calisma 2. Entitled Gallia Calisma 2 – “Le relais de votre lait” (After your milk), the ad bears the slogan, “after yours, probably the best” and explains that “there is nothing more perfect than mother’s milk to strengthen the baby’s immune system. To get closer and closer, Gallia created Gallia Calisma 2, a unique baby milk which helps to reinforce natural defences of all babies; it’s a milk which is specially recommended after breastfeeding.” (see 5)