

# Nestlé formula labels

Nestlé claims to market baby milk responsibly, but look at what it does - not just what it says it does

## What Nestlé says:

'There is no question about breast milk being the best start a baby can have in life. Nestlé firmly believes that breastfeeding is the best way to feed a baby and is strongly committed to its protection and promotion.'

'Nestlé takes very seriously its responsibility to ensure that our marketing practices abide by the World Health Organisation's International Code of Marketing of Breast-milk Substitutes. We have implemented extensive measures to ensure strict compliance with it.'

## What Nestlé does:

Nestlé knows that babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die. Yet it defends promoting its formula with claims such as it 'protects' babies.

Our campaigns force changes - Nestlé wrote to us on 14 October 2014: 'We will discontinue the use of the "Natural Start" logo on our infant formula products by mid-2015.'

But it continues with other claims, even boasting to investors that its 'gentle start' promotion is an 'engine for growth'. It calls it 'Project Happy'. Some examples of labels collected in 2013.



### Afghanistan 'Gentle start'



### Bosnia Protective arms logo



### Croatia 'Protect'



### Indonesia Logos and claims



## International Code Article 9.2

'Neither the container nor the label should have ... pictures or text which may idealise the use of infant formula.'

Nestlé has now promised to drop its 'natural start' claim (we will check) - help us keep up the pressure for all these claims to go.



### Lithuania 'Protect'



### Maldives 'Gentle Start'



### Portugal Hypoallergenic claim 'Start Plus' logo



### Taiwan Protect logo



### Thailand 'Natural Start'



## Philippines Nestlé battles regulations



The Philippines requires statutory warnings on labels in English and Filipino and prohibits claims. Nestlé does not use its 'protect' or 'gentle start' claims, but is still using logos and highlighting ingredients.

Nestlé is also backing attempts to introduce a new law that would legitimise many of its misleading marketing strategies.

### Ukraine 'Protect'



### United Kingdom 'Advanced Gold System' Mother images



### Venezuela 'Comfortis'

