

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 around the world it targets pregnant women, mothers and health workers with labels and promotions with claims such as its formula "protects" babies, gives them a "natural start" and so on. Look at some examples of its labels 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."



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 "natural 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"



Global monitoring by the International Baby Food Action Network (IBFAN) finds Nestlé, the market leader, to be responsible for more violations of the baby milk marketing requirements than any other company. For this reason it is the target of an international boycott.

www.babymilkaction.org

