

Protect Life - We Want



Out of the London Marathon



If you are running and Nestlé water is all that is available, drink what you need... but hand this to the organisers to show you want them to introduce an ethical policy and make other water available.



www.babymilkaction.org

Here are 10 facts Nestlé executives do not want you to know. You can help call them to account.

1. Nestlé, the UK's most boycotted company, is sponsoring the London Marathon to promote its *Pure Life* brand of bottled water. Runners have to drink water, even if they support the boycott.
2. Nestlé is the target of a boycott because it violates the *International Code of Marketing of Breastmilk Substitutes* more than any other company. The Code and other Resolutions were adopted by the World Health Assembly to ensure that mothers are not discouraged from breastfeeding and that breastmilk substitutes are used safely if needed. UNICEF says: *"Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year."* (State of the World's Children 2001).
3. Nestlé launched *Pure Life* bottled water in Pakistan in 1999 and targets developing countries with it, but is criticised for undermining investment in municipal water supplies and taking water for its own profit.
4. Nestlé extracted water from an historic water park in the spa town of São Lourenço in Brazil to process and bottle as *Pure Life*. The community organised a petition calling on the public prosecutor to take action. The bottling was damaging springs and harming the tourist industry. Nestlé eventually settled out of court, but it took 10 years to stop its harmful pumping of water.
5. Nestlé knows that babies fed on formula are more likely to become sick than breastfed babies and in poor settings they are more likely to die. Yet executives have rolled out a global strategy promoting its formula with logos claiming it 'protects' babies.
6. Nestlé drives down standards for the baby food industry as a whole. In 2007 its competitors tried unsuccessfully to stop it advertising infant formula in supermarkets in South Africa. Now all companies may start advertising.
7. The International Baby Food Action Network (IBFAN) last three-yearly *Breaking the Rules* monitoring report in 2010 documented examples of violations from 46 countries. The report contains many examples of Nestlé's aggressive promotion of formula and inappropriate marketing of baby foods.
8. The European Parliament held a Public Hearing into Nestlé malpractice in Pakistan in November 2000 after a former employee, Syed Aamir Raza, exposed practices, including the bribing of doctors. UNICEF's Legal Officer said that Nestlé's Instructions are weaker than the Code and Resolutions.
9. Nestlé refuses to debate in public with Baby Milk Action having lost a series in 2001-2004. Baby Milk Action has invited Nestlé to participate in a public tribunal with an in-depth examination of claim and counter claim and the chance to call expert witnesses. Nestlé has refused.
10. Nestlé's Global Public Affairs Manager has admitted Nestlé is 'widely boycotted' - in fact, it is one of the four most boycotted companies on the planet, according to an independent survey. The boycott has stopped some Nestlé malpractice and with your support we can force Nestlé to remove its 'protect' claims from formula labels and accept our four-point plan for saving lives and ending the boycott.

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Nestlé makes a profit while others count the cost.