

Breastfeeding is best for babies. Henri Nestlé stated this in his *Memorial of the Nutrition of Infants* soon after founding our company in 1867, and it is still true today.

We are committed to ensuring that the best interests of mothers and babies are served by our employees around the world. The following is the Nestlé Infant Formula Policy in developing countries (1):

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| DOES | comply with both the letter and the spirit of the World Health Organisation's International Code of Marketing of Breast-Milk Substitutes as well as with national regulations giving effect to the WHO Code when these are stricter |
| DOES | support WHO's global public health recommendation calling for exclusive breastfeeding for six months and introduction of safe and appropriate complementary foods thereafter |
| DOES | encourage continued breast-feeding up to two years or beyond after introduction, after six months of age, of safe and appropriate complementary foods |
| DOES | warn mothers of the consequences of incorrect or inappropriate use of infant formula (2) |
| DOES | believe that there is a legitimate market of infant formula (3) when a safe alternative to breast milk is needed |
| DOES | believe that parents have the right to choose how their babies are to be fed on the basis of adequate and objective information |
| DOES | support efforts by governments to implement the International Code through legislation, regulation, or other appropriate measures |
| DOES NOT | advertise or promote infant formula to the public |
| DOES NOT | permit staff whose responsibilities include the marketing of infant formula to make direct contact with mothers, except in response to consumer complaints |
| DOES NOT | use pictures of babies on its infant formula packs |
| DOES NOT | distribute free infant formula samples to mothers |
| DOES NOT | allow educational material relating to the use of infant formula to be displayed publicly in hospitals and clinics |
| DOES NOT | give financial or material incentives to health professionals for the purpose of promoting infant formula |
| DOES NOT | donate free infant formula to health care facilities for use by healthy new born babies. Free infant formula may exceptionally be given to bona fide social welfare institutions upon their request to serve social or humanitarian purposes (e.g. where the government policy allows manufacturers to respond to a specific social request, for example if the mother dies in child birth) |
| DOES NOT | give incentives to its staff based on infant formula sales |
| WILL | take disciplinary measures against any Nestlé personnel who deliberately violate this policy. |

Nestlé invites government officials, health professionals, and consumers, to draw to its attention any Nestlé infant formula

marketing practices in developing countries which they consider are not in conformity with the above commitment.

(1) All countries in Eastern Europe that are not members of the European Union, and all countries or territories of Africa, Middle East, Asia, Latin America, the Caribbean nations and the Pacific Nations except Japan, Australia, New Zealand, Republic of Korea, Singapore, Taiwan and Hong-Kong.

(2) See information printed on all Nestlé infant formula labels, educational materials intended for mothers, and on documentation for health professionals.

(3) Breast-milk substitutes manufactured in accordance with strict international quality standards to be suitable as the sole source of nutrition for a baby during the first 6 months of life, and all follow-on formula that do not have brand/label design distinctly different from infant formula (the International Code does not apply to Weaning Foods, see Code Articles 2, 10.2 and Annex 3).

Printed on all Infant Formula Labels and
Educational Materials Intended for Mothers

Labels:

Important notice: Breast milk is best for babies.

Before you decide to use an infant formula consult your doctor or clinic for advice.

Warning: Unboiled water, unboiled bottles or incorrect dilution can make your baby ill. Only prepare one bottle at a time. Feed immediately. Do not keep unfinished bottle. Follow instructions exactly.

Educational Materials:

Important Advice for Mothers

Breast-feeding

Breast-feeding provides the best nutrition and protection from illness, for your baby. For most infants, breast milk is all that is needed for the first 6 months of life. Many mothers continue to breast-feed after 6 months and then give other foods as well. For advice on breast-feeding, consult your doctor or any other health professional, or a friend or relative who has successfully breast-fed. Frequent feeding is the best way to establish and maintain a good milk supply. A well balanced diet, both during pregnancy and after delivery, also helps sustain an adequate supply of breast milk.

Advice especially for the working mothers

Your baby can still receive the benefits of breast milk even if you go out to work. Partial breast-feeding is better than bottle-feeding completely, so continue to breast-feed even if you have been advised to give other foods. If you sleep with your baby, he will breast-feed during the night without disturbing you. Before you leave home in the morning and again when you return, breast-feed your baby. When mixed feeding, always offer the breast before giving other foods.

Remember: Breast milk is the best and most economical food for your baby.

Seek advice

The use of foods which are not intended for young babies can be harmful. Unnecessary introduction of partial bottle-feeding or other foods and drinks, will have a negative effect on breast-feeding. Therefore always consult a health professional before introducing anything other than breast milk.

Using a breast-milk substitute

If a doctor or another health professional recommends an addition to breast-feeding, or its replacement, during the first 6 months of life, it is preferable to use an infant formula meeting recognized quality standards. When used correctly this supplies the nutritional needs of your baby in an easily digestible form. You will need more than one can (450g) per week if your baby is only bottle-fed, so keep your family circumstances and costs in mind before deciding whether to use infant formula.

As soon as your baby is old enough, feed infant formula with a cup and spoon.

Information for Health Workers

Printed on all Materials Intended for

The Medical and Paramedical Professions

IMPORTANT NOTICE The World Health Organization (WHO*) has recommended that pregnant women and new mothers be informed of the benefits and superiority of breast-feeding – in particular the fact that it provides the best nutrition and protection from illness for babies.

Mothers should be given guidance on the preparation for, and maintenance of, lactation, with special emphasis on the importance of a well-balanced diet both during pregnancy and after delivery. Unnecessary introduction of partial bottle-feeding or other foods and drinks should be discouraged since it will have a negative effect on breast-feeding. Similarly, mothers should be warned of the difficulty of reversing a decision not to breast-feed.

Before advising a mother to use an infant formula, she should be advised of the social and financial implications of her decision: for example, if a baby is exclusively bottle-fed, more than one can (450g) per week will be needed, so the family circumstances and costs should be kept in mind. Mothers should be reminded that breast milk is not only the best, but also the most economical food for babies.

If a decision to use an infant formula is taken, it is important to give instruction on correct preparation methods, emphasizing that unboiled water, unboiled bottles or incorrect dilution can all lead to illness.

** See: International Code of Marketing of Breast-milk Substitutes, adopted by the World Health Assembly in Resolution WHA 34.22, May 1981.*