



# CHARTER

## Nestlé Infant Formula Policy

Breastfeeding is best for babies. Henri Nestlé stated this soon after founding our company in 1867. This principle still forms the cornerstone of our Infant Formula Marketing Policy. We are committed to serve the best interests of mothers and babies around the world.

We adhere to all national government measures implementing the WHO Code globally. In higher-risk countries (1), we voluntarily and unilaterally apply the WHO Code whether or not national regulations exist.

### IN HIGHER-RISK COUNTRIES, NESTLÉ:

- 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 breastfeeding up to two years or beyond after introduction, after six months of age, of safe and appropriate complementary foods
- DOES** include a statement on the superiority of breast milk on all infant formula products and information material to health professionals (2)
- DOES** warn mothers of the consequences of incorrect or inappropriate use of infant formula (2)
- DOES** believe that there is a legitimate market for 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** carry out internal and independent external audits on WHO Code compliance
- DOES** investigate and respond to all allegations of non-compliance

- DOES NOT** advertise or promote infant formula and follow-on formula for infants up to 12 months to the public
- DOES NOT** market complementary foods and drinks for infants younger than 6 months
- 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 violates this policy

**Nestlé invites government officials, health professionals, and consumers to draw to its attention any Nestlé infant formula marketing practices in higher-risk countries which they consider are not in conformity with the above commitment.**

(1) The designation of a country as a higher-risk country is based on reliable data on levels of mortality and rates of acute malnutrition of children under 5 years of age in a country.

(2) See on next pages 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 for use by infants from 6 to 12 months of age (the International Code does not apply to weaning foods, see Code Articles 2, 10.2 and Annex 3).

## **INFORMATION PRINTED ON ALL INFANT FORMULA LABELS**

**Important notice:** Breast milk is best for babies.

Before you decide to use an Infant Formula, consult your health professional for advice.

**Warning:** Unboiled water, unboiled bottles or incorrect dilution can make your baby ill. Incorrect storage, handling, preparation and feeding can potentially lead to adverse effects for the health of your baby.

**Warning:** Only prepare one bottle at a time. Feed immediately and follow the instructions exactly. Do not keep unfinished bottle, discard the contents. Always hold baby while feeding. Leaving baby unattended may cause choking.

## **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.*

## **IMPORTANT ADVICE FOR MOTHERS**

Printed on Educational Materials Intended for Mothers (through Health Professionals)

### **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 after 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. 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.