

INTERNATIONAL CODE OF MARKETING BREASTMILK SUBSTITUTES

SUMMARY STATEMENT

1. **AIM:**
The Code aims to protect and promote breastfeeding by ensuring appropriate marketing and distribution of breastmilk substitutes.
2. **SCOPE:**
The Code applies to breastmilk substitutes when marketed or otherwise represented as a partial or total replacement for breastmilk. The Code also applies to bottles and teats.
3. **ADVERTISING:**
No advertising of substitutes to the public.
4. **SAMPLES:**
No free samples to mothers, their families or to health care workers.
5. **HEALTH CARE FACILITIES:**
No promotion or products (i.e., no product displays, posters or distribution of promotional materials). No use of mother craft nurses or similar company paid personnel.
6. **HEALTH CARE WORKERS:**
No gifts or samples to health care workers. Product information must be factual and scientific.
7. **SUPPLIES:**
No free or low cost supplies of breastmilk substitutes to maternity wards or hospitals.
8. **INFORMATION:**
Informational and educational materials must explain the benefits of breastfeeding, the hazards associated with bottle feeding, and the costs of using infant formula.
9. **LABELS:**
Product labels must clearly state the superiority of breastfeeding, the need for the advice of a health care worker and a warning about health hazards. Labels must not have pictures of infants, or other pictures or text idealizing the use of infant formula.
10. **PRODUCTS:**
Unsuitable products such as sweetened condensed milk should not be promoted for babies. Products should be of high quality (Codex Alimentus Standards) and account for the storage conditions of the country where they are used.