

# THE CODE IN CARTOONS

*The International  
Code of Marketing  
of Breastmilk  
Substitutes\* -  
the easy way to  
understand  
what it says and why  
it is important!*

*\* and related Resolutions*



**International Baby Food Action Network (IBFAN)**

**The Code in Cartoons (revised)**

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*The Code in Cartoons* is also available in  
Arabic, Armenian, German, Hungarian, Italian, Japanese,  
Malay, Mandarin, Portuguese, Sinhalese, Tamil.

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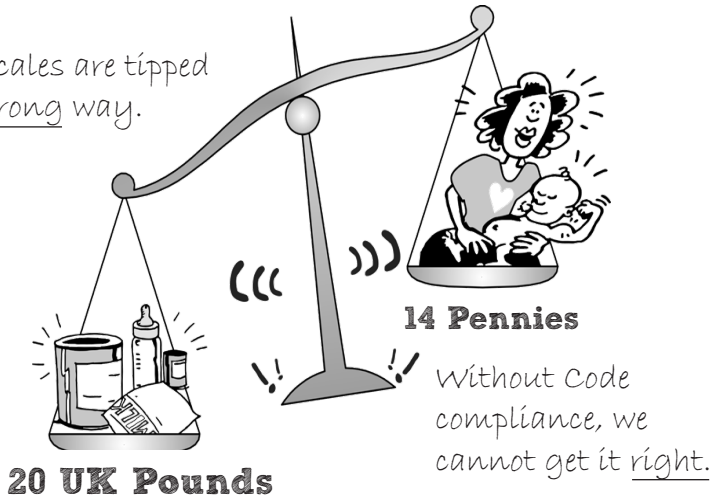


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# Why is the Code important?

Breastfeeding promotion cannot compete with the millions spent on promotion of commercial products.

The scales are tipped the wrong way.

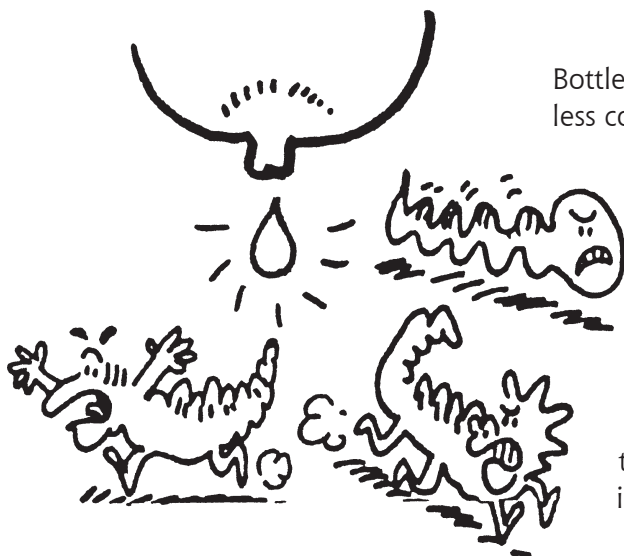


A study in the UK showed that companies spend £20 per baby on promoting products, while the government spends 14p promoting breastfeeding.  
*The Ecologist, April 2006*

# What's all the fuss about breastfeeding?

Breastmilk contains all a baby needs for healthy growth and nutrition: proteins, vitamins, iron, calcium, and a thousand other substances that have not been discovered yet. What's more, breastmilk changes as baby grows.

Mother gives baby antibodies through her milk and this protects the baby from infections and diseases, such as diarrhoea.



Bottle-fed babies are less alert, less confident, less balanced and less intelligent than breastfed babies.

For all these and more reasons, babies should be breastfed.

More and better breastfeeding could save the lives of 1.5 million infants every year.

*(WHO/UNICEF 2005)*