



## CAMBODIA

In a healthcare facility in Phnom Penh, the door of every lift carries large **Dumex** decals with the slogan, "*Dumex is doing all we can for mums and babies*". Next to a double heart logo is text which states, "*breastfeeding is best for healthy heart*". While the decal seems to be promoting breastfeeding, a visit to the maternity ward reveals that the company has been distributing regular size infant formula to every newborn baby. These free **Dumex** samples are distributed by hospital staff without parental consent or their expressed feeding wishes.

By "*doing all we can for mums and babies*", **Dumex** is not promoting breastfeeding, but its own formula products which are globally represented by the double heart logo.

**Editor's note:** A week after the above violations were posted, ICDC received news that the Department of Inspection from the Cambodian Ministry of Health visited the healthcare facility. All decals and **Dumex** infant formula samples were taken out and the healthcare facility agreed to cease such promotional activities in future.



**VIOLATION**

Open and shut case of promotion. **Dumex** greet all visitors at the door of every lift.



**VIOLATION**

Regular size **Aptamil** formula on every bed. This baby is premature so the use of infant formula will greatly increase the risk of illness.

