

PIGEON

Japan

The Pigeon website (<https://pigeon.info/bonyu/article-95.html>) encourages bottle feeding by highlighting the participation of fathers in the parenting process. Blog postings on the website shows how dads can bond with their babies and support mums in their breastfeeding journey by practicing to feed their babies at least once a day. With Pigeon feeding bottles, no less.

Bloggers are allowed to post pictures of themselves with their selected Pigeon bottles. By so doing, Pigeon enables them to endorse the use of Pigeon feeding bottles to other new parents.



Pigeon says: Let's give a bottle to your baby, daddy.



A mummy blogger enthuses: "Bottle feeding once a day by father changes him".



Endorsing Pigeon products on its website.

RECOMMEND おすすめ商品

	母乳実感 哺乳びん (プラスチック製 アニマル柄) 160ml		母乳実感 哺乳びん (プラスチック製 スター柄) 160ml
	さく乳器 母乳アシスト 手動		母乳フリーザーバック40ml 20枚入

A red 'VIOLATION' stamp is overlaid on the bottom left of the recommendation section.

Recommendation on the type of feeding bottles to use for breastmilk feeding. As feeding bottles are covered by the scope of the International Code of Marketing of Breastmilk Substitutes, promotion is not allowed.

<https://pigeon.info/bonyu/article-95.html>
(accessed 2/10/2017)