

# ICDC FOCUS



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## NESTLÉ: GETTING THEM YOUNG, VERY YOUNG!

### Nestlé: Branding Babies from Birth



Mothers take heart: Nestlé gives you "the natural smell of milk".  
[slogan on cot card]

In Suzhou, newborns are given identification wrist bands bearing the Nestlé company name and logo, "branding" them from birth. Heart-shaped baby cot identification tags are found in the same children's hospital. These

show a mother breastfeeding, and the words "Breastfeeding is best" on one side, while the other side has space to fill in 'Bed number', 'In-patient number', 'Mother's name', 'Date of birth' and the phrase "intact DHA, natural smell of milk", which is the slogan for both Lactogen and NAN infant formula.

(China, April 2004)



Blue Bear welcomes Bulgarian parents to Nestlé Club

Companies are not to seek contact with mothers. A Nestlé leaflet found in Bulgarian shops features the Nestlé Blue Bear and includes an invitation to join a special Nestlé club for parents with an easy "Yes/No" option. "Yes" means agreeing to receive information from Nestlé.

(Bulgaria, July 2004)



In Latvia, the **NAN HA 2** labels, Nestlé's hypoallergenic follow-on formula have a printed icon saying: "IESAKA LATVIJAS PEDIATRU ASOCIĀCIJA" or "Recommended by the Latvian Paediatric Association (LPA)". This medical endorsement has the effect of encouraging mothers to choose the product over breastfeeding.

The practice is incompatible with Article 5 which prohibits promotion and with Article 7.1 of the Code which requires health workers to encourage and protect breastfeeding.

(Latvia, August 2004)



◆ In Canada, feeding guides in the Nestlé Baby magazines made available in supermarkets recommend complementary feeding from 4 months. Advertisements include **Baby Cereals - Add Milk**, a product which allows mothers to choose whether to add breastmilk or formula. However, the ad suggests, “If you’re a busy mom on the go, you can also choose the convenience of **Nestlé Baby Cereals with Milk**”. (Canada, June & August 2004)

Nestlé Icon



Nestlé Products  
View from inside...

The feeding guide suggests that the Nestlé soy infant formula, Alsoy 1 and 2, are “nutritionally complete”. Products for infants “from birth” are represented by an icon of a heart, which is found on the packaging of Good Start (0 to 12 months) and Follow Up Transition (6 to 18+ months).



Implying similarity of NAN 2 to breastmilk

In The Netherlands, an ad – “Protects by the addition of natural bacteria” – in the *Wij jonge ouders* (We

Young Parents) magazine promotes ‘Natural Bifidus BL’ in Nestlé’s **NAN 2** and Nan Hypo Allergeen 2 (**NAN HA 2**). It mentions that “breastfeeding stimulates the growth of healthy bifidus bacteria”. To the question - “what about bottle-fed babies of 6 months and above?”, the ad states - “With follow-up formula by Nestlé **NAN 2** (or **NAN HA 2**) you succeed in helping to protect them in an optimal manner”. (The Netherlands, May 2004)



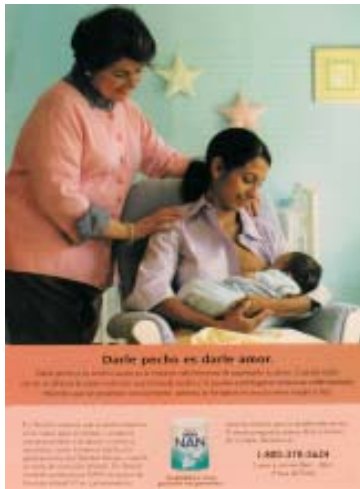
Special offers are sales inducements

An ad in a little booklet by DA Drugstore stuck in the *Wij jonge ouders* (We, young parents) magazine offers a 10% discount on **NAN 2** follow-up milk. Such sales inducements are forbidden under Article 5.3. (The Netherlands, May 2004)



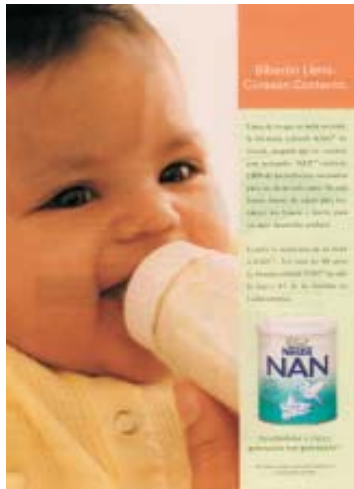
In Bulgaria, Nestlé leaflets found in shops, pharmacies and health care facilities contain the Nestlé Nutrition Plan which recommends the use of cereal products from 4 months. (Bulgaria, July 2004)

## Magazine Advertisements



**"Giving the breast is giving love"**  
Implied equivalence. Nestlé promotes **NAN** by showing the love that goes into breastfeeding.

Healthy Kids En Español: Otoño 2004, USA.



**"Full Bottle, Heart at ease"**  
"Trust your baby's nutrition to **NAN**. For over 40 years **NAN** has been the No. 1 brand of families in Latin America."

Ser Padres: April/May 2004, USA.



With an infant formula that is "enriched with DHA and ARA and easy-to-digest comfort proteins", Nestlé claims that it is the **Good Start** that will last a lifetime for both mother and child.

Parenting: October 2004, USA.

## In pharmacies...



Nestlé booklets advertise its products for different stages of development, starting from birth... . Complementary foods are still labelled as suitable for use from 4 months.

(Switzerland, May 2005)



Booklet for the public promotes 5 Nestlé products. The text explains intestinal flora and how bifidus is naturally present in breastfed babies. It subtly links healthy breastfed flora to the one created by probiotic bifidus in the products.



Nestlé formula samples are freely available in many Swiss pharmacies.

*In hospitals and health centres...*

Stretching the rules



Although **Nestlé Baby** is labelled as suitable from 6 months, Nestlé undermines the 6 months' exclusive breastfeeding policy by using very young babies in its promotional growth charts and posters.  
(Philippines, August 2005)

**Functional claims...**

The virtues of additives such as DHA and Prebio in **NESTOGEN** infant and follow-up formula are extolled in pamphlets, posters and even on Christmas wreaths.

(Philippines, August 2005)



Stretching the rules



**Pervasive!**

Nestlé's Blue Bear mascot for cereals is everywhere. This one, meant for a doctor's office, ended up on a health centre toilet.

(Philippines, August 2005)

These images from table calendars 2005 for health professionals in the Middle East stress **STAGE 1** (without mention of a minimum age) and focus on Blue Bear tricks like these: putting hand in mouth, lifting head, smiling back... . Infants well below 6 months do all that: does it mean they need Cerelac?



Nestlé is proud to be the first company to change its cereal labels to 6 months. But its pictures and text do not support the change.

(UAE, May 2005)