

# SUMMARY: INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES

*Full text available from [www.ibfan.org/English/resource/who/fullcode.html](http://www.ibfan.org/English/resource/who/fullcode.html)*

- 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. These breastmilk substitutes can include food and beverages such as:
  - infant formula      • other milk products      • cereals for infants
  - vegetable mixes      • baby teas and juices      • follow-up milks.The Code also applies to feeding bottles and teats. Some countries have expanded the scope of the Code to include foods or liquids used as breastmilk substitutes and pacifiers.
  
- 3. Advertising**                      No advertising of above products to the public.
  
- 4. Samples**                      No free samples to mothers, their families or health workers.
  
- 5. Health care facilities**                      No promotion of products, i.e. no product displays, posters or distribution of promotional materials. No use of mothercraft nurses or similar company-paid personnel.
  
- 6. Health workers**                      No gifts or samples to health workers. Product information must be factual and scientific.
  
- 7. Supplies**                      No free or low-cost supplies of breastmilk substitutes to any part of the health care system.
  
- 8. Information**                      Information and educational materials must explain the benefits of breastfeeding, the health 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 worker and a warning about health hazards. No pictures of infants, or other pictures or text idealising the use of infant formula.
  
- 10. Products**                      Unsuitable products, such as sweetened condensed milk, should not be promoted for babies. All products should be of a high quality (Codex Alimentarius standards), have expiration dates, and take account of the climatic and storage conditions of the country where they are used.