

Nestlé formula labels

Nestlé claims to market baby milk responsibly in its reports to the UN Global Compact
No action is taken under the so-called *Integrity Measures* when this is proven false

Nestlé uses its high profile involvement in the UN Global Compact to divert criticisms of its baby food marketing, treatment of trade unionists and cocoa, coffee and dairy farmers, exploitation of water resources and other issues. The Global Compact Office (GCO) refuses to investigate reports of egregious violations of the Global Compact Principles, saying it 'is not a mediation, dispute resolution, or adjudicative body, nor is it an enforcement agency.' The GCO refuses to apply so-called Integrity Measures, under which it could review company responses to complaints and exclude companies. Nestlé has been 'patron sponsor' of Global Compact events.

Baby Milk Action asked the Swiss National Contact Point (NCP) for the OECD Guidelines for Multinational Enterprises to act on Nestlé malpractice. When the NCP said its role was to promote dialogue we suggested it ask Nestlé to present examples of its labels and marketing materials for review. The NCP refused and closed the case. Here are some examples of Nestlé labels collected by the International Baby Food Action Network (IBFAN). These and other practices violate the UN World Health Assembly International Code of Marketing of Breastmilk Substitutes. Who can health advocates go to when national regulations fail to protect mothers, babies and their families?

Nestlé knows that babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die (see Bangladesh report below).

Yet its most senior executives defend promoting its formula with claims such as it 'protects' babies, a strategy launched in 120 countries. Nestlé boasts to investors that its 'gentle start' promotion is a 'growth engine' for sales (right). Nestlé calls it 'Project Happy'. Some examples of labels collected in 2013 - 2015.

Afghanistan
'Gentle Start'



Bangladesh
'Gentle Start'



Case studies show risks



Tragedies of Infant Formula and Sub-optimal Breastfeeding from the Bangladesh Paediatric Association (2014) records cases studies of babies who became sick and died.

Left, a 10 month old girl weighing 4.5 kg presented with cough and failure to gain weight. She was exclusively breastfed for 1 month. Then dilute formula was given. The child died.

Innovation leadership: gut comfort a growth engine with CHF 430 mio incremental sales

- Exclusive probiotic cultures
- Reduce crying in colicky infants by 74% after one week
- Improve family quality of life by up to 60%
- In 40+ countries with incremental sales of CHF 430 mio (and growing)



International Code Article 9.2

'Neither the container nor the label should have ... pictures or text which may idealise the use of infant formula.'

Nestlé has now promised to drop its 'natural start' claim (we will check) - help us keep up the pressure for all these claims to go.



Croatia
'Protect'



Lithuania
'Protect'



Maldives
'Gentle Start'



Taiwan
Protect logo



Thailand
'Natural Start'



BREASTMILK IS THE BEST FOR BABIES UP TO 2 YEARS OF AGE AND BEYOND
ANG GATAS NG INA ANG PINAKAMABUTI PARA SA BATA
HANGGAN 2 TAON AT HIGAT PA



Philippines
Nestlé battles regulations

The Philippines requires statutory warnings on labels in English and Filipino and prohibits claims. Nestlé does not use its 'protect' or 'gentle start' claims, but is still using logos and highlighting ingredients.

Nestlé is also backing attempts to introduce a new law that would legitimise many of its misleading marketing strategies.

Ukraine
'Protect'



United Kingdom
'Advanced Gold System'
Mother images



Venezuela
'Comfortis'



Nestlé is the target of an international boycott because global monitoring by the International Baby Food Action Network (IBFAN) finds it systematically violates the baby milk marketing requirements so endangering infant health. Nestlé is the market leader.

Other companies are targeted by other campaigns.

www.babymilkaction.org

