

GUMS PROMOTION LEADS TO ADDICTION AND CHILD OBESITY

Fortified milks (GUMS) are in fact likely to undermine good nutrition in young children, since they are almost universally high in sugar, many are flavoured and, as we demonstrate in this report, intakes of sugar, fat and calories from these milks could promote overweight and obesity, oral ill-health and later chronic disease in children.

Fortified Milks for Children. A worldwide review of fortified milks marketed for children over 1 year of age. June 2013, First Steps Nutrition Trust.

Promotion is inappropriate “if it contributes to childhood obesity and non-communicable diseases”
Clarification and Guidance on Inappropriate Promotion of Foods for Infants and Young Children
- Discussion Paper. WHO. 2015

MISLEADING MARKETING: PRESENTING THESE PRODUCTS AS NECESSARY WHEN THEY ARE NOT

GUMs add no additional benefit to young children on normal diets (EFSA, 2013). The baby food industry uses promotional marketing tactics to make parents believe that such nutrients are a critical part of a child’s diet.

- WHA Resolution 63.23 (2010) urges Member States to end inappropriate promotion of foods for infants and young children.

ADDICTION

Parents should be informed about the dangers of GUMs.

- Toddlers end up wanting to drink only - Not eat!
- Toddlers do not learn how to chew
- Toddlers do not recognise different tastes
- Toddlers get addicted to the sugar in GUMs
- Results: Childhood obesity

IN BRUNEI & MALAYSIA



(right) Annum promoter approaching pregnant women for their personal information. Fonterra’s Annum GUMs are heavily promoted in retail outlets in South East Asia.

“Marketing of GUMs may be considered misleading as it creates doubts on the nutritional adequacy of ordinary foods”
- EFSA, 2013

IN HONG KONG



Nestlé says “Happy tummy, happier baby” about their products in the Hong Kong subway terminal.

IN SINGAPORE



Get a free ride with every purchase of Friesland’s Friso participating products including Friso 3 growing-up milk. (Promotional offer worth \$380 in Singapore).



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GROWING-UP MILKS: AGGRESSIVE PROMOTION

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EXPANDING THE MARKET

Growing-up milks (GUMs) are also called toddler milks or formulated milks and target infants and young children from 1 year old onwards.

- Often, the product name or logo is similar to the company’s other formula products but sometimes has a number “3” added on. Companies use these milks to indirectly promote infant formula and follow-up formula, undermining breastfeeding and adequate complementary feeding.



Cross promotion - the promotion of one product benefits all the others. Lookalike labels create brand recognition, trust and loyalty.

IN COSTA RICA



This billboard shows how Enfagrow 3 goes straight to the child’s brain ... never mind the stomach ... the claim for this “exclusive formula” is that it “promotes complete mental development”.

- GUMs come under the International Code definition of “breastmilk substitute”. WHA resolution 58.32 [2005] recommends breastfeeding to continue for up to 2 years or beyond. Any milk product that is marketed or represented as suitable as a partial or total replacement for breastmilk is a substitute and is under the scope.
- Worldwide sales of formula milks are at almost US\$45 billion, and likely to rise by 55% to US\$ 70 billion by 2019. GUMs are the engine of this growth and have exploded in the world market, specifically in Asia.

Tapping into developing markets, GUMs are gaining the strongest retail sales growth among all formula milk products, accounting for 50% of the absolute growth. China alone accounts for 40% of the global GUMs sales. Unrestricted promotion for these milks adds financial strain to family budgets, and misleads parents to spend millions on unnecessary products.

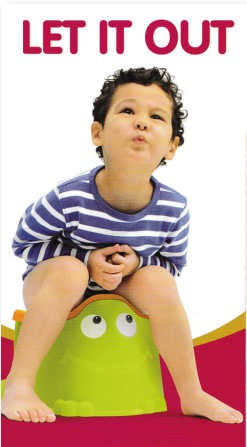
(Euromonitor International, 2015)

“GUMs are not a necessity to satisfy the nutritional requirements of young children”
- EFSA, 2013


Code Article 5.1: Advertising or other forms of promotion about products is not allowed.
No health claims on products: WHA58.32, WHA59.11, WHA59.21, WHA61.20, WHA63.23 prohibit claims.

GUMS PROMOTED THROUGH NUMEROUS CHANNELS


IN MALAYSIA



LET IT OUT



Having a Hard Time?



Try Mamil for 7 days and see the difference!

VIOLATION

Brochure on **Danone's Mamil** uses claims to manipulate parents' fear of health problems.

IN MYANMAR



5 POWER NUTRI



7-3 Years 0% Sugar


VIOLATION



Similac Gain IQ

This shelf talker in Myanmar claims **Similac Gain** will increase IQ. **Similac** is the brand name of **Abbott's** infant formula.

IN ETHIOPIA



VIOLATION

A desk calendar in a hospital in Addis Ababa advertises the full range of **Liptomil** formulas including GUMs.

"There is growing concern and evidence that inappropriate promotion of breast milk substitutes and some commercial complementary foods and beverages for infants and young children has been undermining progress in optimal infant and young child feeding." - WHO

IN COMOROS



VIOLATION



L'alimentation de mon enfant jusqu'à 3 ans

Brochure of **Danone's Blédina** promotes products for children 1-3 years. It also asks, "and breastmilk?" the answer says it is ideal for your child up to 2 years ... but a reminder tells mothers that every day, a baby needs 500ml (2 bottles) of growing-up milk.

IN CHINA



CHINA ALONE ACCOUNTS FOR 40% OF THE GLOBAL GUM SALES



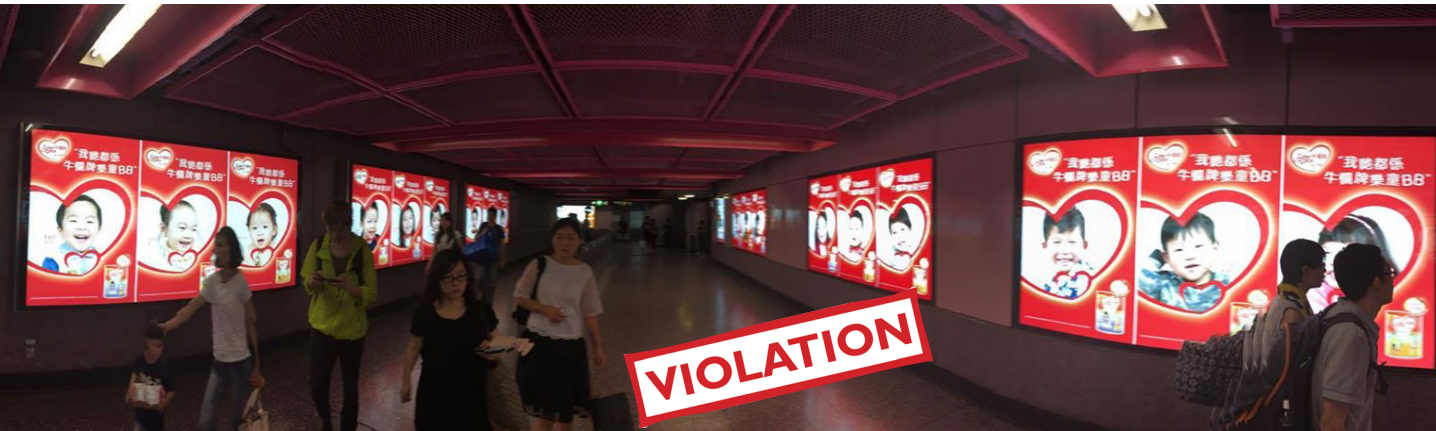
明眸金宝宝, 眼睛敏锐学得好!

VIOLATION

Nestlé **Neslac 3** with 3 nutritional claims: better brain power, better digestive system, and better overall health.

A mega celebrity speaks on behalf of **Wyeth** (owned by **Nestlé**) on how these formula milks can improve a child's eyesight.

IN HONG KONG



VIOLATION

No expense is spared for marketing of GUMs in Hong Kong, the gateway to China. **Cow & Gate** posters line metro stations in Hong Kong for thousands who walk through the metro tunnels to see everyday.

Code Article 5.3: No point-of-sale advertising, giving samples, or any other promotion device to induce sales directly to the consumer at the retail level.

IN SINGAPORE



NAN Gro 3 Nurture Your Child's Potential



NAN Gro 3 Nurture Your Child's Potential

VIOLATION

Singapore **Nestlé Nan 3** sponsored mini tracks to engage young children in traffic games. The tracks are lined with large promotional packshots of **Nan Gro 3** growing-up milks and the slogan "Nurture your Child's Potential".

IN IRELAND



Their future starts today

VIOLATION

A TV ad says, "**Danone's Aptamil** growing up milk should be used as part of a healthy balanced diet."