SUMMARY OF CONCERNS

Unfortunately current UK marketing regulations do not cover feeding bottles and teats.

However, the Infant Formula and Follow-on Formula Regulations (2007) do state that “No person shall produce or publish any informational or educational material, whether written or audiovisual, dealing with the feeding of infants and intended to reach pregnant women and mothers of infants and young children, unless that material includes clear information…” The list of information includes “the possible negative effect on breast-feeding of introducing partial bottle-feeding”.

Accordingly, it may be possible for enforcement officers to issue Improvement Notices or bring prosecutions over Chicco information that promotes its bottles as equivalent to breastfeeding without giving the required information.

Examples of advertising in the Breaks the Code - Strengthen the Law boxes are not permitted under the International Code and Resolutions adopted by the World Health Assembly. These measures do cover feeding bottles and teats and state “there should be no advertising or other form of promotion to the general public of products within the scope of this Code”.

Companies should follow these standards independently of national measures, but the specific provisions need to be included in UK law to make them legally binding.

Baby Milk Action has sent this profile to the company and will update it if action is taken.

Company details for enforcement officers:

Mitch Brian Levene
Managing Director
Artsana UK
Milton Gate
60 Chiswell Street
London
EC1Y 4AG

COMPANY HISTORY

Chicco UK is part of the Italian company Artsana S.P.A. and has been registered as the private limited company Artsana UK Limited since 2010. It also makes toys and strollers.

PROMOTING BOTTLES AS “THE NATURAL WAY”

Chicco bottles are promoted with the slogan “Natural Feeling” and the claim they are as natural as breastfeeding. The UK legislation that prevents such claims being made for formula milks does not extend to feeding bottles.

The Chicco website, www.chicco.co.uk, directs people to film clips hosted on YouTube. One on the Chicco range describes breastfeeding as “the most natural experience”, then promises the same experience with a feeding bottle.

These claims are not allowed for infant formula. The law says adverts to health workers “shall not imply or create a belief that bottle-feeding is equivalent or superior to breast feeding”.

See the introduction to this report for full details of the International Code and Resolutions, and the UK formula regulations.
The Code prohibits advertising of feeding bottles and giving them as free gifts.

This advertisement offering a free bottle opens: “Breastfeeding is an amazing way to bond with your baby, but sometimes you need to take a break and let Daddy or Grandma feed you baby too.”

This advert headlined “Feed your baby the natural way” states “Babies love them too, as clinical studies from Chicco’s research centre in the USA revealed that nine out of 10 babies immediately accepted the teat the first time they used the bottles.” There is no reference for this study.

An advert headlined “Tried and Tested” contains endorsements attributed to mothers claiming that the bottles reduced their child’s wind and “I’d recommend them to any new mums out there.” None of the statements required by law in information on infant feeding regarding the difficulty of reversing a decision to introduce bottles have been found in any Chicco advertising.

Chicco promotes its bottles “For a NATURAL & EASY LATCH ON as mother’s breast”.

The article below headed “Brilliant Bottle!” might be taken to be a product review, but it is another paid-for advertisement.