

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.

. Breaks the Code .

. Strengthen the Law .

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
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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

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chicco.co.uk, January 2017

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.

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chicco.co.uk, January 2017

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".

. Breaks the Code .

. Strengthen the Law .

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The Code prohibits advertising of feeding bottles and giving them as free gifts.

GIVEAWAY WORTH £650 IN TOTAL!

FREE BABY BOTTLE!

100 up for grabs!

Help your baby move from breast to bottle and back again with the unique new design of NaturalFeeling from Chicco

Breastfeeding is an amazing way to bond with your baby, but sometimes you need to take a break and let Daddy or Grandma feed your baby too. Now, to make this transition from breast to bottle and back again as easy as possible, there is an exciting new bottle from Chicco designed to better the natural way your baby feeds.

The NaturalFeeling bottle is literally modelled on the shape of a breast, with an efficient, angled teat. Clinical studies have shown that nine out of 10 babies accept it straight away, as the angled teat lets your baby relax into her natural feeding position, moving her neck to relax and comfortably.

The bottle is also designed to reduce the amount of air your baby swallows – and so reduce the risk of colic. The teat is wide, and stays full of milk, and the bottle features a dual anti-colic valve to reduce the risk of swallowing air – making the whole experience happier, and more relaxed, for both of you.

THE FIRST 100 READERS WHO EMAIL CHICCO@HROC.CO.UK WITH THE SUBJECT LINE 'CHICCO NATURALFEELING OFFER' WILL EACH RECEIVE A 150ML NATURALFEELING BOTTLE WORTH £6.50

Please give your name and address and state your baby's age in the email. We reserve the right to select the winners.

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."*

MOTHER&BABY PROMOTION

FEED YOUR BABY THE NATURAL WAY

Top baby-brand Chicco wants you and your baby to try out its innovative feeding range

FEEDING IS A LOVELY TIME for you and your baby to bond, and Chicco's great new NaturalFeeling range can help make that a special and comfortable for both of you. Chicco believes that feeding should be as natural as possible, whether you choose to breast or bottle-feed, which is why its new range of bottles are designed to replicate the natural way your baby feeds.

The teats are uniquely angled and are made from extra-soft silicone to replicate the natural feel and shape of your breast. They have a wide base that allows full of milk to reduce the amount of air swallowed, and the two anti-colic valves encourage a constant, regular flow of milk to avoid creating a vacuum and baby gets no air and colic.

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. The teats are suitable for ages three, four, five, six and seven, in a range of sizes, medium and fast flow rates. They're available from bouncers.com. For more information visit chicco.co.uk or facebook.com/chiccocompanyuk

FOR MORE INFORMATION, VISIT CHICCO.CO.UK

info@chicco.co.uk | October 2016 | 103

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."

MOTHER&BABY PROMOTION

TRIED AND TESTED

Mums tell us about the benefits of using Chicco NaturalFeeling bottles with their babies

I like the design - the bottle and teat are fairly robust. The only minor quibble I have is with the lid, which seems a little flimsy in comparison and baby has to have a bit of a struggle to get the lid off. But the whole bottle is so easy to use, and the teat is so comfortable, I would say that the Chicco bottle is a great value and functional item. It's very pretty in terms of design compared to other bottles, but it does a great job of feeding my little one. I'd definitely choose this as a water bottle due to its unique design and function. *Chloe Eddy, mum to 10, 3 weeks old*

Since having my first, I've considered I started the bottle as soon as they came and made up her most feed. I popped the bottle in her mouth and she started to suck. She was a bit of a struggle with it, but she soon got used to it. I think it was the Chicco bottle, she seems much better. She still has a bit of a struggle when you wash them. Overall I would give the Chicco 10 out of 10, and I'm going to be ordering the steriliser, breastpump and more bottles. One very happy mum, only a very happy to wean her. *Debbie Maddy, mum to 10, 10 weeks old*

I began using the bottles about 10 days ago with my then four-week-old. I was looking forward to trying out the anti-colic, angled teat, as I'd been getting a significant amount of wind after his feeds. The Chicco bottle being good with a nice smooth design, it has a wide teat and allows my baby to suckle comfortably. It's a bit of a struggle to get the lid off, but once you have a very happy baby and make each feed up fresh, the bottles were down a treat with him, and he took to the new teats first time. I'd been pleasantly surprised at the decrease in his wind since I started using them. I'd recommended them to any new mums and now I intend to buy more of the NaturalFeeling bottles, as they're great for my little one. *Chloe Eddy, mum to 10, 3 weeks old*

I would highly recommend Chicco. I took a couple of bottles for my baby. I was looking for a bottle that was easy to use, and I think I found it. I started after a week of using the Chicco bottle and I was a bit of a struggle with it, but she soon got used to it. I think it was the Chicco bottle, she seems much better. She still has a bit of a struggle when you wash them. Overall I would give the Chicco 10 out of 10, and I'm going to be ordering the steriliser, breastpump and more bottles. One very happy mum, only a very happy to wean her. *Debbie Maddy, mum to 10, 10 weeks old*

FOR MORE INFORMATION, VISIT CHICCO.CO.UK

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

MOTHER&BABY PROMOTION

BRILLIANT BOTTLE!

Top baby-brand Chicco wants you and your baby to try out its innovative feeding range

MAKING SURE YOUR baby feeds as well as possible is a top priority for all mums. That's why Chicco has developed its brilliant new range of bottles which have been designed to instantly replicate the natural way a baby takes milk, whether you combine breast and bottle feed. And now Chicco wants mums to get involved and test the bottles with their babies, aged newborn to six months.

The NaturalFeeling bottle is modelled on the shape of a breast, with a wide, angled teat. Clinical studies have shown that nine out of 10 babies accept it straight away, as the angled teat lets your baby relax into her natural feeding position, moving her neck to relax and comfortably. The bottle is also designed to reduce the amount of air your baby swallows – and so reduce the risk of colic. The teat is wide, and stays full of milk, and the bottle features a dual anti-colic valve to reduce the risk of swallowing air, making the whole experience happier, and more relaxed, for both of you.

To find out more about how you and your baby can become a winner for Chicco's NaturalFeeling range, visit bouncers.com.

The NaturalFeeling range includes 150ml and 250ml bottles that are available in single packs or packs of three. There are also five age-specific variable teats available separately. Chicco's NaturalFeeling starter set and gift sets designed specifically for boys and girls complete the range. Prices per item (£6.50 for a 150ml bottle, available from bouncers.com)

Chicco promotes its bottles "For a NATURAL & EASY LATCH ON as mother's breast".

YouTube

Search

chicco

extra soft teat

For a NATURAL & EASY LATCH ON as mother's breast

made in ITALY | BPA free | clinically tested

6+ months

4-6 months

0-4 months

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.

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