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.

Nestlé claims to market baby milk responsibly, but look at what it does - not just what it says it does

What Nestlé says:

“There is no question about breast milk being the best start a baby can have in life. Nestlé firmly believes that breastfeeding is the best way to feed a baby and is strongly committed to its protection and promotion.”

“Nestlé takes very seriously its responsibility to ensure that our marketing practices abide by the World Health Organisation’s International Code of Marketing of Breast-milk Substitutes. We have implemented extensive measures to ensure strict compliance with it.”

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