The text announces that Celia has “a new complete range of infant milks and cereals” available in stores and pharmacies to help babies “nourish well to grow better”.

A large billboard promoting Celia Nutrition 1 is strategically placed near a supermarket in Moroni (capital of Comoros). Posters similar to the billboard are found at the entrance of the supermarket, promoting Celia’s “new range of milks and cereals for baby” with the slogan, “Bien se nourrir pour mieux grandir” - Nourish well, to grow better.

A happy mother and healthy child idealise the use of Celia Nutrition and Celia Cereline.

**GENERAL INFORMATION**

The Lactalis Group, headquartered in France, is a dairy corporation owned by the Besnier Family. Composed of several companies, it is one of the largest dairy products groups in the world. With an annual turnover of EUR 17 billion (2016), Lactalis markets formulas for infants and young children under the internationally-known brands Celia, Picot and Lactel-Milumel.

Inappropriate marketing under the Lactalis-owned brands is common practice. Selected violations from different locations serve as evidence that the Lactalis group remains a systematic Code violator.

**Celia**

**PROMOTION TO THE PUBLIC AND IN SHOPS**

- Comoros Islands

Celia promotes its newest product range at a local supermarket by placing a poster of a happy and healthy baby next to packshots of Celia products.
The Celia Facebook page claims to support the global public health recommendation on optimal duration of breastfeeding. The focus, however, is only on the 6-month exclusive breastfeeding period, conveniently omitting the recommended period of sustained and continued breastfeeding up to 24 months or beyond. This allows Celia a window to promote its formula products, as evident in its tagline “Celia, for happy and healthy beginnings”. By displaying the WHO and UNICEF logos in the same message, Celia creates the illusion that it works in partnership with both UN agencies. A post on another Celia Facebook page claims to be “the French experts in infant nutrition”.

The Lactalis International Nutrition team participated at the Philippines Medical Expo 2014. The event with 500 exhibitors was attended by 5000 visitors. According to Lactalis, the purpose of participating was “to find new potential specialised partners in Southeast Asia, especially in the Philippines where the population and birth rate are high”. This statement shows the company's obvious interest in creating opportunities to enter the health care system, where it can promote the use of its products.

Celia exploits logos of WHO & UNICEF to promote its own products.

Celia’s booth at the Medical Expo is obvious promotion, in violation of the Code.

**PROMOTION TO HEALTH WORKERS**

Côte d'Ivoire

The Lactalis Group was present at the 12th Ivorian Paediatric Days in Abidjan in 2015. The company describes the event as “one of the major paediatric meetings in Francophone Africa” attended by “300 paediatricians and midwives from the region who prescribe our brand of infant formula”. Participants were welcomed at the Celia booth that was filled with promotional materials and formula products. A symposium on Celia’s nutrition innovation ‘Promaternum’, a probiotic claimed to have “clinically proven benefits” drew more than 80 participants and was followed by lunch hosted by the company.

**Picot**

**PROMOTION IN HEALTH FACILITIES AND TO HEALTH WORKERS**

Congo

A prescription pad distributed by Picot laboratories displays on its cover a complete range of products to meet all situations. One set of formula products is promoted as close to mother's milk, while another is said to contribute to the sensation of satiety.

The Celia stand is flooded with promotional elements including packshots, pictures of babies, brand name, logo, mascot etc.

Celia's answer to happy and healthy beginnings is not breastfeeding.

Celia exploits logos of WHO & UNICEF to promote its own products.

Celia's booth at the Medical Expo is obvious promotion, in violation of the Code.
A statement printed at the bottom of the cover and on each page of the prescription pad says the importing pharmacy sells products of “European quality”.

France

Healthy and happy thanks to Picot? Such posters are distributed to mother and child clinics – promoting the image that Picot products will make babies happy and healthy just like the one in the poster.

Lactel-Milumel

- Health facilities distribute Lactel-Milumel booklets which induce mothers to switch to bottle feeding. One of the arguments to discourage mothers from longer period of breastfeeding is that babies need up to 8 feedings at night; the other is that mothers who breastfeed need to eat 500 kcal extra per day.

- A booklet for parents contains an inappropriate ad for Milumel 2 brands. Milumel 2 is said to contain only lipids found in milk (no palmoil) and L. fermentum (found in breastmilk) to establish its similarity to breastmilk. Idealising messages used include “Offer the best to all babies” and “Double digestive comfort for baby”.

PROMOTION TO THE PUBLIC AND IN SHOPS

France

- Pharmacies offer free 400gm tins of Picot Relais infant formula to mothers who buy Picot breastfeeding teas and nutrition supplements.

- Cans of Milumel 1 infant formula are on display in a supermarket’s discount bin. Yellow stickers marked with the words - “to seize - 50%” – informing customers that the products are available at half price.

The booklet asks mothers to register on the website or call for advice.

Discounts for a quick sales.