Reports via Social Media & email (Jun 18 – May 19)

Baby Milk Action, AGM Jun 19
- Many retailers reported for reductions on 1st Infant Milk: Tesco, Asda, Sainsbury’s, Morrisons, Coop, Boots, Superdrug, Amazon, Nisa, One stop Shop, Lloyds, Mothercare

- Online retailers reported for promotional discounts for 1st infant milk: Amazon, Coop, Ebay

  ➢ Superdrug reported for offering loyalty points on 1st infant milk
  ➢ Mothercare used 1st infant milk in promotion for their reward scheme
Reductions / Promotions

Left to right:
Asda
Boots (top)
Lloyds (Bottom)
One Stop Shop
Many retailers reported for:

(Asda, Tesco, Coop, B&M, Sainsbury’s, Morrisons, Waitrose, Aldi, Wilko)

- Placing 1st infant milk in reduced bay although not reduced itself
- Using promotional material near 1st infant milk and using ‘shelf-talkers’
- 1st infant milk on end of aisle or next to till point
- 1st milk next to follow-on

This is extremely common — lack of knowledge and acceptance around this. Retailers under the misconception that regulations are just about 1st infant not being allowed to be discounted.

➤ Boots are particularly bad for displays e.g. One reported display was a ‘help with breastfeeding’ display that contained formula & bottles

➤ Sainsbury’s have several complaints (including trading standard reports) but very reluctant to accept
Displays / Merchandising

Left to right:
Boots
Asda
Wilko
Social Media

**Instagram:**
- Issues around celebrities promoting products and formula
  - Lots of celebrities given the prep machine as a 'gift'
  - Posts and blogs about formula including 1st infant milk (paid?)
  - Ads with giveaways / babyclubs etc
  - E.g. Mrs Hinch (over 2million followers), Katie Piper (in colab with Aptamil), Amy Childs

**Facebook:**
- Issues around Baby bundles, market place selling of formula, giveaways, surveys about formula & bottle use, Ads, retailers with pages that use 1st Infant milk in photo
  - C&G babyclub, SMA baby club, Aptacub ads are everywhere
  - Interesting FB explanation as to why Aptacub UK came up in someone's news feed i.e. 'Aptacub want to reach those who are interested in breastfeeding'

**You Tube:** on 'Baby reflux' channel there was a promotion on Kendamilk 1st stage
TV:
- Not a lot of reports
- Coronation street had 1st infant milk in several scenes
- Documentary on murder just happen to have Aptamil 1st infant milk under the sink
- Ad talking about resilience and introducing new experiences to child i.e. introduce formula (either G&G or Aptamil)

Other:
- John Lewis ad for help in store from their 'baby expert' was a picture of bottles
- Amazon echo ad has dad bottle feeding
- Bus ads with 'Aptamil follow-on milk
- Ad for ISA at Coventry Building Society was of child bottle feeding their sibling
- 'Mamie Claims' bottles, don't interfere with breastfeeding, just like breastfeeding, bonding for dad etc
- Motherly I.G post sponsored by Dr Brown Bottles
Sponsorship

- BAPM page had Prolacta logo (Aug 18)
- Nestle sponsor maternity event @FIGO (Sep 18)

- Danone sponsor RCGP (Nov 18)
- RCM conflict of interest; policy advisor has also helped on a Danone nutritional leaflet (Nov 18)
- 17th National conference on current issues in midwifery sponsorship (Feb 19)
- British Journal of Hospital Medicine doing a CPD event (HMOSs & infant microbiome) with sponsorship (Feb 19)
- Nutricia ELN UK offer CDP course for health professionals: many ads on twitter (continually)
Products

- Aptamil changed their recipe back in Jul 18, info changed to state 0-6 months now – lots of complaints
- [www.ulula.co.uk](http://www.ulula.co.uk) has / had 1st stage goats milk
- SMA new product = HMO’s, complaints around wording etc
- New = SMA little steps
Hi Danielle,

At SMA Nutrition, nature inspires us everyday. We have continued to be at the forefront of baby nutrition research for over 100 years and pursue reflecting nature’s wonderful nutrients in our products. This has led us to develop SMA® ADVANCED Follow-on Milk for babies from 6 months and SMA® ADVANCED Growing Up Milk for young children 1-4 years old.

These are the 1st follow-on & growing up formula in the UK and Ireland to contain human milk oligosaccharides (HMOs) 2’FL and 3’GAL which are structurally identical to the most abundant HMOs found in breast milk.

SMA® ADVANCED Follow-on and Growing Up Milks are our biggest scientific breakthrough yet and you can find out more below:

- **HM-0**
  - Contains the latest scientific breakthrough in follow-on and growing up formulas, structurally identical HMOs.

- **Enriched with Zinc and Vitamins A, C & D**
  - To help support the normal function of baby’s immune system.

- Contains Vitamin D and Calcium for normal growth and development of bone.

- Enriched with Iron to help support normal cognitive development in baby’s brain.

LITTLE STEPS® Follow-on Milk is suitable from 6 months to help complement the weaning diet.

Available at selected TESCO stores.

The Analytical Armadillo wrote blog using BMA tweets to expose retailers breaking the Code (Jul 18)
Breaking the Code (Sep 19)

- Article by Netmums = on saving money included 1st infant milk in picture, also stated that Netmums would receive money for referrals through their page (Jan 19) – they did change it

- Kendamilk ran an article and ad on Ryal family using their product (Jan 19) – complaint to ASA was apparently upheld

- Article in Sun Newspaper = freelance blogger recommending 1st first milks, disclaimer at bottom stating The Sun may gain revenue (Apr 19) - has now been removed now

- NCT working with celeb who is in partnership with Tommee Tippee etc and Lidl (who the claim are WHO complaint)

- Medela running 'breastfeeding' cafes

- Tesco online grocery has Aptamil 1st milk tub as the 'logo' for the baby food section (Apr 19)