



CHARTER

Nestlé Infant Formula Policy in South Africa

Breastfeeding is best for babies. Henri Nestlé stated this soon after founding our company in 1867. This principle still forms the cornerstone of our Infant Formula Marketing Policy. We are committed to serve the best interests of mothers and babies around the world. We adhere to all national government measures implementing the WHO Code globally. In higher-risk countries, we voluntarily and unilaterally apply the WHO Code whether or not national regulations exist.

IN HIGHER-RISK COUNTRIES, NESTLÉ:

- **DOES** comply with both the letter and the spirit of the World Health Organisation's International Code of Marketing of Breast-Milk Substitutes as well as with national regulations giving effect to the WHO Code when these are stricter
- **DOES** support WHO's global public health recommendation calling for exclusive breastfeeding for six months and introduction of safe and appropriate complementary foods thereafter
- **DOES** encourage continued breastfeeding up to two years or beyond after introduction, after six months of age, of safe and appropriate complementary foods
- **DOES** include a statement on the superiority of breast milk on all infant formula products and information material to health professionals
- **DOES** warn mothers of the consequences of incorrect or inappropriate use of infant formula
- **DOES** believe that there is a legitimate market for infant formula when a safe alternative to breast milk is needed

- **DOES** believe that parents have the right to choose how their babies are to be fed on the basis of adequate and objective information
- **DOES** support efforts by governments to implement the International Code through legislation, regulation, or other appropriate measures
- **DOES** carry out internal and independent external audits on WHO Code compliance
- **DOES** investigate and respond to all allegations of non-compliance
- **DOES NOT** advertise or promote infant formula and follow-on formula for infants up to 12 months to the public
- **DOES NOT** market complementary foods and drinks for infants younger than 6 months
- **DOES NOT** permit staff whose responsibilities include the marketing of infant formula to make direct contact with mothers, except in response to consumer complaints
- **DOES NOT** use pictures of babies on its infant formula packs
- **DOES NOT** distribute free infant formula samples to mothers
- **DOES NOT** allow educational material relating to the use of infant formula to be displayed publicly in hospitals and clinics
- **DOES NOT** give financial or material incentives to health professionals for the purpose of promoting infant formula
- **DOES NOT** donate free infant formula to health care facilities for use by healthy new born babies. Free infant formula may exceptionally be given to bona fide social welfare institutions upon their request to serve social or humanitarian purposes (e.g. where the government policy allows manufacturers to respond to a specific social request, for example if the mother dies in child birth)
- **DOES NOT** give incentives to its staff based on infant formula sales
- **WILL** take disciplinary measures against any Nestlé personnel who deliberately violates this policy.