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To avoid inappropriate marketing of products aimed at children older than 12 months, including through health and nutrition claims and cross promotion, more efforts are required to ensure that all milk products intended and marketed as suitable for feeding young children up to the age of 36 months, including growing up milks, are adequately covered by national legislation”.

(WHO-UNICEF-IBFAN Marketing of Breastmilk Substitutes: National Implementation of the International Code. Status Report 2016; WHO 2016)

EXPANDING THE MARKET

So-called growing-up milks* (GUMs) are also known as toddler milks, young child formula or formulated milks. They target infants and young children from 1 year old onwards.

- Often, the product name or logo is similar to the company's other formula products but sometimes has a number “3” added on. Companies use these milks to indirectly promote infant formula and follow-up formula, undermining breastfeeding and adequate complementary feeding.



Cross promotion. The promotion of one product benefits all the others. Lookalike labels create brand recognition, trust and loyalty.

IN COSTA RICA



- The so-called GUMs come under the International Code definition of “breastmilk substitutes”. WHA resolution 58.32 [2005] recommends breastfeeding to continue for up to 2 years or beyond. Any milk product that is marketed or represented as suitable as a partial or total replacement for breastmilk is a substitute and is under the scope.

- Worldwide sales of formula milks are at almost US\$45 billion, and likely to rise by 55% to US\$70 billion by 2019. GUMs are the engine of this growth and have exploded in the world market, specifically in Asia.

Tapping into developing markets, GUMs are gaining the strongest retail sales growth among all formula milk products, accounting for 50% of the absolute growth.

(Euromonitor International, 2015)

“GUMs are not a necessity to satisfy the nutritional requirements of young children”

(EFSA, 2013)

- ← This billboard shows how **Enfagrow 3** goes straight to the child's brain ... never mind the stomach ... the claim for this “exclusive formula” is that it “promotes complete mental development”.

*The term **growing-up milk** is not appropriate because the very name implies it has qualities that support growth - such claims are prohibited.

Code Article 5.1: Advertising or other forms of promotion about products is not allowed.

There should be NO health claims on products as specified in the following resolutions: WHA58.32, WHA59.11, WHA59.21, WHA61.20, WHA63.23 prohibit claims.

GUMS PROMOTED THROUGH MANY CHANNELS

IN MALAYSIA



Brochure on **Danone's Mamil** uses claims to manipulate parents' fear of health problems.

IN ETHIOPIA



A desk calendar in a hospital in Addis Ababa advertises the full range of **Liptomil** formulas including GUMs.

“There is growing concern and evidence that inappropriate promotion of breast milk substitutes and some commercial complementary foods and beverages for infants and young children has been undermining progress in optimal infant and young child feeding.” - WHO

IN MYANMAR



Danone's Dugro taps into emerging markets like Myanmar, a country with strong breastfeeding traditions, and makes health claims such as “5 power nutri” to compete with breastfeeding and local diets.

IN COMOROS



Brochure of **Danone's Blédina** promotes products for children 1-3 years. It also asks, “and breastmilk?” the answer says it is ideal for your child up to 2 years ... but a reminder tells mothers that every day, a baby needs 500ml (2 bottles) of “growing-up milks”.



This shelf talker in Myanmar claims **Similac Gain** will increase IQ. **Similac** is the brand name of **Abbott's** infant formula.

IN CHINA

CHINA ALONE ACCOUNTS FOR 40% OF THE GLOBAL GUM SALES



Nestlé Neslac 3 with 3 nutritional claims: better brain power, better digestive system, and better overall health.



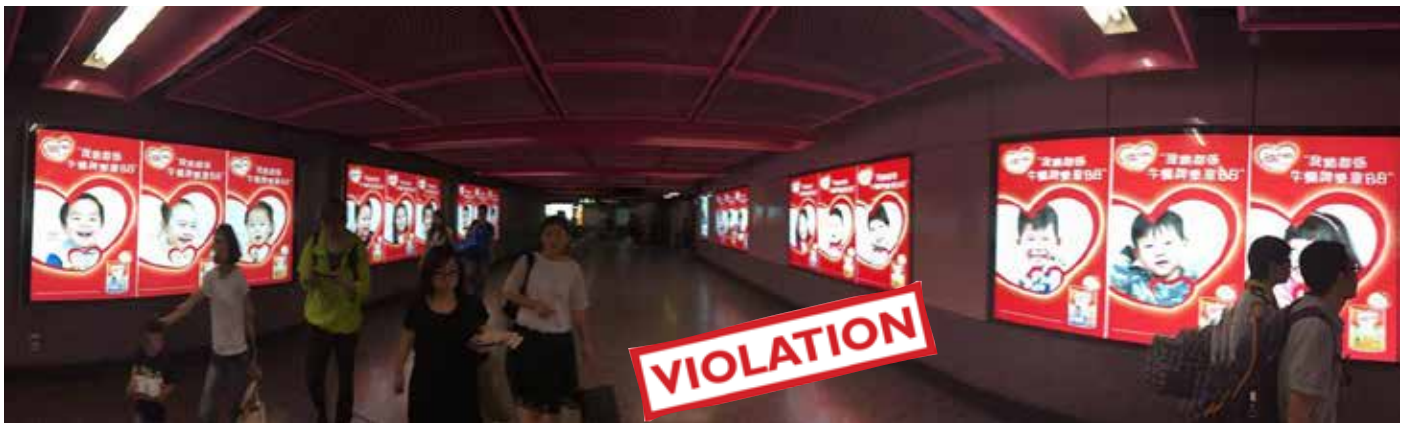
A mega celebrity speaks on behalf of Wyeth (owned by Nestlé) on how these formula milks can improve a child's eyesight.

IN IRELAND



A TV ad says, "Danone's Aptamil growing up milk should be used as part of a healthy balanced diet."

IN HONG KONG



No expense is spared for marketing of GUMs in Hong Kong, the gateway to China. Cow & Gate posters line metro stations in Hong Kong for thousands who walk through the metro tunnels to see everyday.

Code Article 5.3: No point-of-sale advertising, giving samples, or any other promotion device to induce sales directly to the consumer at the retail level.

IN SINGAPORE



Singapore Nestlé Nan 3 sponsored mini tracks to engage young children in traffic games. The tracks are lined with large promotional packshots of Nan Gro 3 growing-up milks and the slogan "Nurture your Child's Potential".



GUMS PROMOTION LEADS TO ADDICTION AND CHILD OBESITY

Fortified milks (so-called GUMS) are in fact likely to undermine good nutrition in young children, since they are almost universally high in sugar, many are flavoured and, as we demonstrate in this report, intakes of sugar, fat and calories from these milks could promote overweight and obesity, oral ill-health and later chronic disease in children.

Fortified Milks for Children. A worldwide review of fortified milks marketed for children over 1 year of age. June 2013, First Steps Nutrition Trust.

Promotion is inappropriate “if it contributes to childhood obesity and non-communicable diseases”

Clarification and Guidance on Inappropriate Promotion of Foods for Infants and Young Children - Discussion Paper. WHO. 2015

MISLEADING MARKETING: PRESENTING THESE PRODUCTS AS NECESSARY WHEN THEY ARE NOT

GUMs add no additional benefit to young children on normal diets (EFSA, 2013). The baby food industry uses promotional marketing tactics to make parents believe that such nutrients are a critical part of a child’s diet.

- WHA Resolution 63.23 (2010) urges Member States to **end inappropriate promotion of foods for infants and young children.**

IN HONG KONG



Nestlé says “Happy tummy, happier baby” about their products in the Hong Kong subway terminal.

ADDICTION

Parents should be informed about the dangers of these milks.

- Toddlers end up wanting to drink only - Not eat!
- Toddlers do not learn how to chew
- Toddlers do not recognise different tastes
- Toddlers get addicted to the sugar in GUMs
- Results: Childhood obesity

IN SINGAPORE



Get a free ride with every purchase of Friesland’s Friso participating products including Friso 3 growing-up milk. (Promotional offer worth S\$380 in Singapore).

IN BRUNEI & MALAYSIA



(right) Annum promoter approaching pregnant women for their personal information. Fonterra’s Annum No. 3 milks are heavily promoted in retail outlets in South East Asia.

“Marketing of GUMs may be considered misleading as it creates doubts on the nutritional adequacy of ordinary foods” (EFSA, 2013)

