

Advertising of breast milk substitutes, baby feeding bottles and teats

1. Breast milk substitutes

1.1 *Product information*

Product information relating to breast milk substitutes must support sound infant feeding practices and must include clear information on all the following points—

- 1.1.1 breast milk and breast feeding are the best choice except in exceptional circumstances;
- 1.1.2 the difficulty of reversing the decision not to breast feed;
- 1.1.3 the negative effect on breast feeding when introducing partial bottle feeding;
- 1.1.4 where to seek professional advice when a supplement or alternative to breast feeding may be required;
- 1.1.5 information provided by manufacturers and distributors to health professionals regarding breast milk substitutes must be restricted to scientific and factual matters, and such information must not imply or create a belief that bottle feeding is equivalent or superior to breast feeding;
- 1.1.6 the use of breast milk substitutes must be demonstrated only by health workers, or other community workers if necessary, and only to the mothers or child minders who need to use it, and the information given must include a clear explanation of the hazards of misuse, and the importance of and methods of obtaining safe clean water for the preparation of breast milk substitutes.

1.2 *Product labelling*

Product labelling must comply with the Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972 and the Regulations (R908 and R1130) promulgated thereunder.

Foodstuffs specifically intended for infants 12 months of age or younger—

- 1.2.1 shall bear a label indicating on the main panel, in both official languages and in letters at least 4.0mm in height that breast feeding should be the first choice;
- 1.2.2 neither the container nor the label should have pictures of infants, nor should they have other pictures or texts which may idealise the use of breast milk substitutes;
- 1.2.3 to ensure optimal nutrition, explicitly worded instructions must be provided on the label for hygienic and correctly measured preparation of breast milk substitutes;
- 1.2.4 directions for the storage and keeping before and after the package has been opened must be provided on the label.

1.3 ***Advertising***

- 1.3.1 Advertisements promoting the use or benefits of breast milk substitutes will not be permitted. This will not preclude the advertising of the availability and price, without further sales phraseology, of such products.
- 1.3.2 There must be no point-of-sale advertising, giving of samples, or any other promotion device to induce sales directly to the consumer at the retail level, such as displays, discount coupons, premiums or special sales of breast milk substitutes.

2. Baby feeding bottles and teats

Product information for feeding bottles and teats should not be in contravention of the spirit of clause 1 above and in particular should in—

2.1 ***Advertising***

- 2.1.1 not be in a form which is prejudicial to breastfeeding;
- 2.1.2 carry a statement, orally and in print not smaller than the main body copy of the advertisement, stressing the necessity for good cleansing of the feeding bottles and teats.

2.2 ***Product packaging***

Bear on the label or as a pack insert with the product (including samples and bulk packs), the following instructions in at least one of the official languages—

- 2.2.1 that the feeding bottle and teat should be rinsed in clean, cold water and then brushed with clean, hot, soapy water;
- 2.2.2 that the teat should be rubbed inside and outside with salt before sterilising;

- 2.2.3 that the feeding bottle and teat should be boiled in clean water for 10 to 15 minutes immediately before use; or
- 2.2.4 that the feeding bottle and teat should be stored in a sterilising solution for the recommended time after washing and brushing.

2.3 ***Illustrations***

Illustrations should be used wherever possible on packaging and instructional leaflets particularly with regard to cleansing and sterilising procedures.

