



Breastfeeding Advocacy Australia

PROTECT | PROMOTE | SUPPORT

ACN 637 390 295

Undermining Breastfeeding for Profit

A Report on the Weekly Collection of International Code Breaches

March 2021 to December 2022



Why is a bottle image needed?





Undermining Breastfeeding for Profit

A Report on the Weekly Collection of International Code Breaches
March 2021 to December 2022

January 2023 © Breastfeeding Advocacy Australia



Undermining of Breastfeeding for Profit

A Report on the Weekly Collection of International Code Breaches and other predatory marketing in Australia

March 2021 to December 2022



“

the marketing
of breast-milk
substitutes
requires special
treatment,
which makes
usual marketing
practices
unsuitable for
these products;

WHO ICMBMS



From the Preamble to the International Code of Marketing of Breast Milk Substitutes¹ p. 7



Contents

Definitions from the International Code of Marketing of Breast-milk Substitutes	5
Other Definitions	6
Abbreviations	6
Who is BAA?	7
Introduction.....	8
Beyond the International Code	8
Reporting Violations	10
BAA Weekly Collections.....	10
What type of advertising has been reported?.....	11
Who initiated the advertising?	12
Products reported include (but are not limited to):.....	13
More about the reported companies.....	13
Those with obligations under the International Code.....	14
1. Infant formula companies	14
2. Companies that sell bottles teats and dummies	15
3. Health workers and health systems.....	18
Products and services not covered within the scope of the International Code.....	20
Probiotics.....	21
Using the International Code to create concern about the safety and quality of breastmilk.....	22
Social Engineering	24
Example of Social Engineering from the Weekly Collections	25
Companies that claim Code compliance but undermine breastfeeding	30
MAIF	31
Summary of recommendations	33
Appendix 1	34
Appendix 2	39
Appendix 3	56
Appendix 4	58
MAIF Signatories and their products.....	58
References.....	59



Definitions from the International Code of Marketing of Breast-milk Substitutes

“Breast-milk substitute”	means any food being marketed or otherwise presented as a partial or total replacement for breast milk, whether or not suitable for that purpose.
“Complementary food”	means any food whether manufactured or locally prepared, suitable as a complement to breast milk or to infant formula, when either become insufficient to satisfy the nutritional requirements of the infant. Such food is also commonly called “weaning food” or breast-milk supplement”.
“Container”	means any form of packaging of products for sale as a normal retail unit, including wrappers.
“Distributor”	means a person, corporation or any other entity in the public or private sector engaged in the business (whether directly or indirectly) of marketing at the wholesale or retail level a product within the scope of this Code. A “primary distributor” is a manufacturer’s sales agent, representative, national distributor or broker.
“Health care system”	means governmental, nongovernmental or private institutions or organizations engaged, directly or indirectly, in health care for mothers, infants and pregnant women; and nurseries or child-care institutions. It also includes health workers in private practice. For the purposes of this Code, the health care system does not include pharmacies or other established sales outlets.
“Health worker”	means a person working in a component of such a health care system, whether professional or non-professional, including voluntary unpaid workers.
“Infant formula”	means a breast-milk substitute formulated industrially in accordance with applicable Codex Alimentarius standards, to satisfy the normal nutritional requirements of infants up to between four and six months of age, and adapted to their physiological characteristics. Infant formula may also be prepared at home, in which case it is described as “home-prepared”.
“Label”	means any tag, brand, marks, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to, a container (see above) of any products within the scope of this Code.
“Manufacturer”	means a corporation or other entity in the public or private sector engaged in the business or function (whether directly or through an agent or through an entity controlled by or under contract with it) of manufacturing a product within the scope of this Code
“Marketing personnel”	means any persons whose functions involve the marketing of a product or products coming within the scope of this Code
“Samples”	means single or small quantities of a product provided without cost.
“Supplies”	means quantities of a product provided for use over an extended period, free or at a low price, for social purposes, including those provided to families in need.



Other Definitions

Dyad	the mother/baby duo existing together as the biological norm
-------------	--

Abbreviations

ACM	Australian College of Midwives
BAA	Breastfeeding Advocacy Australia
BMS	Breastmilk Substitute
COI	Conflict of Interest
GDP	Gross Domestic Product
GUM	Growing Up Milk 36+ months
IBFAN	International Baby Food Action Network
ICMBMS	International Code on the Marketing of Breastmilk Substitutes
International Code	International Code on the Marketing of Breastmilk Substitutes
MAIF	Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement
NMBAA	Nurturing Mothers Breastfeeding Advocacy Australia
Toddler Drink	Powdered drink for 12 – 36 months
UPF	ultra-processed food
UPP	ultra-processed powder
WHO	World Health Organisation



Who is BAA?

Breastfeeding Advocacy Australia is a volunteer, non-profit organisation with 12 specific goals (as listed below and in our constitution) and this includes a Mother Support arm called Nurturing Mothers Breastfeeding Advocacy Australia.

Breastfeeding will be culturally and politically enabled, protected and promoted as the ultimate achievable norm of infant and young child feeding in Australia. Breastfeeding Advocacy Australia is established to be a non-profit organisation whose purpose is to advance health by undertaking any of the following activities:

- 1) creating public and government awareness of the role of successful breastfeeding as the single most important public health measure a country can implement;
- 2) providing education to government agencies, health workers and the public about critical barriers to achieving breastfeeding and strategies to make positive change;
- 3) providing a forum for interested parties to interact and be informed;
- 4) participation in opportunities that affect policy related to breastfeeding;
- 5) recognise and advocate for the human rights of families and their infants in Australia to enact an informed decision to breastfeed without the existing barriers legislative and informational barriers that exist;
- 6) advocate for legislation to enforce the International Code of Marketing of Breast-milk Substitutes and the subsequent WHA resolutions (the Code);
- 7) identify and expose products and practices that undermine informed decision making about breastfeeding that fall outside the Code;
- 8) record breaches of the Code and report them to international, federal and state governing bodies whose role is to protect, promote and support breastfeeding;
- 9) expose predatory marketing practices and report them to international, federal and state governing bodies whose role is to protect, promote and support breastfeeding;
- 10) create cognizance of how attitudes towards infant feeding have been affected by commercial influence amongst those who work with families including, but not limited to health professionals, child-care workers, legal representatives, the media and politicians;
- 11) advocate for families to be given information about biologically normal sleep in the first 1000 days of life;
- 12) advocate for breastmilk, breastfeeding and unpaid carers work to be recorded numerically in the GDP figures.



Introduction

Breastfeeding is targeted all around the world because undermining it is extremely profitable. Governments and international organisations cannot compete with the amount of money to be made. All companies operating in the infant feeding space use the commonplace marketing tactic of “create a problem then sell a solution”. There is a need for new ideas and strategies to protect the breastfeeding dyad in 2023. The illusion of science, the partnerships with government and international organisations, the futility of reporting individual code breaches and the magnitude of the belief that breastfeeding is difficult and requires commercial intervention are significant barriers to protecting breastfeeding dyads. Scrutiny, unity, and leadership are needed by individuals, organisations, and governments to facilitate change.

Beyond the International Code

The International Code¹ is intended to be an instrument to protect breastfeeding. It is the minimum standard to which industry agreed to abide by in 1981. Yet there is no evidence that there is authentic effort to comply. The rhetoric for 41 years has remained on parts of the International Code, not the whole scope. This ongoing omission has led to longstanding misunderstanding, notably amongst academics and health professionals who seem more easily seduced by advertising disguised as “science”, when “science” promises to support breastfeeding. “Experts” enjoy arguing about what each clause means and challenging minutia about the inclusions and exclusions while industry continues to peddle their harmful products unhindered by scrutiny. In addition to these academic arguments, is the misunderstanding that a company that has not overtly breached the International Code does not undermine breastfeeding. This is false because as mentioned earlier, the Code is the minimum standard, not the definitive tool. Action and advocacy need to be about protecting dyads from negative messaging, predatory marketing of products and devices that only serve to make financial profit.



Recognising the difference between advertising and science

The illusion of science is a successful tactic used to entice governments, academics, health workers and mothers. The academic community is easily seduced with funding and facilities and opportunities to be published and share their work. The absence of any financial gain in the support of breastfeeding leaves well-intentioned academics selling their reputations to give “scientific” credence to products and companies claiming to support breastfeeding in some way. Breastfeeding cannot speak or publish papers or fund conferences, so the messages are unilateral. Health workers are used as proxies to recommend products and brands in lieu of practical strategies to support breastfeeding. There is a need for leadership to make clear the responsibilities of academics and health workers who can influence public health decisions at individual, community, and national levels. The presence of industry on public health committees affects health costs and outcomes. Industry-influenced lobbyists have the voice, breastfeeding has none. Whilst there is superficial rhetoric about supporting breastfeeding, the absence of action together with overt support and inclusion of industry at all levels of government and non-government organisations, reflects the reality.



“Sponsorship by its very nature creates a conflict of interest. Whether it takes the form of gift items, meals or help with conference expenses, it creates a sense of obligation and a need to reciprocate in some way. The ‘gift relationship’ thus influences our attitude to the company and its products and leads to an unconscious unwillingness to think or speak ill of them.” David Clark²

The International Code is a single tool with no observable effective consequences for non-compliance. A rethink is needed if we are serious about protecting mother/baby dyads. As advocates, recognising what is effective to protect breastfeeding and what is ineffectual and drains limited resources must be considered so change can begin. If, as the “experts” will argue, the International Code is the tool we have, then the way it is interpreted and used must be clearly stated and visible to allow advocates to focus on action that protects breastfeeding and not on what is included or not in the actual Code. These arguments exist to justify financial relationships with those marketing products that undermine breastfeeding but don’t yet have an obvious Clause in the International Code that is applicable. Until the International Code catches up to the digital age then identifying predatory marketing is the broader area for action that is needed.



Reporting Violations

Industry benefits from keeping breastfeeding advocates busy reporting on individual breaches. They remain unconcerned that there will be loss of profit or any negative consequences from undermining breastfeeding, selling harmful breastmilk substitutes, and separating mothers from their baby and their milk, while volunteers and advocates spend valuable time and resources in the ineffectual pursuit, recording the overt violations of the International Code. It is clear these companies exist in breach of the International Code and use some clauses that enable them to sell more products and imply breastfeeding is difficult and perhaps harmful.

A respected international central point for documenting the behaviour of the infant feeding industry, is necessary to hold them to account for the immeasurable harm to the environment and health of everyone on the planet.

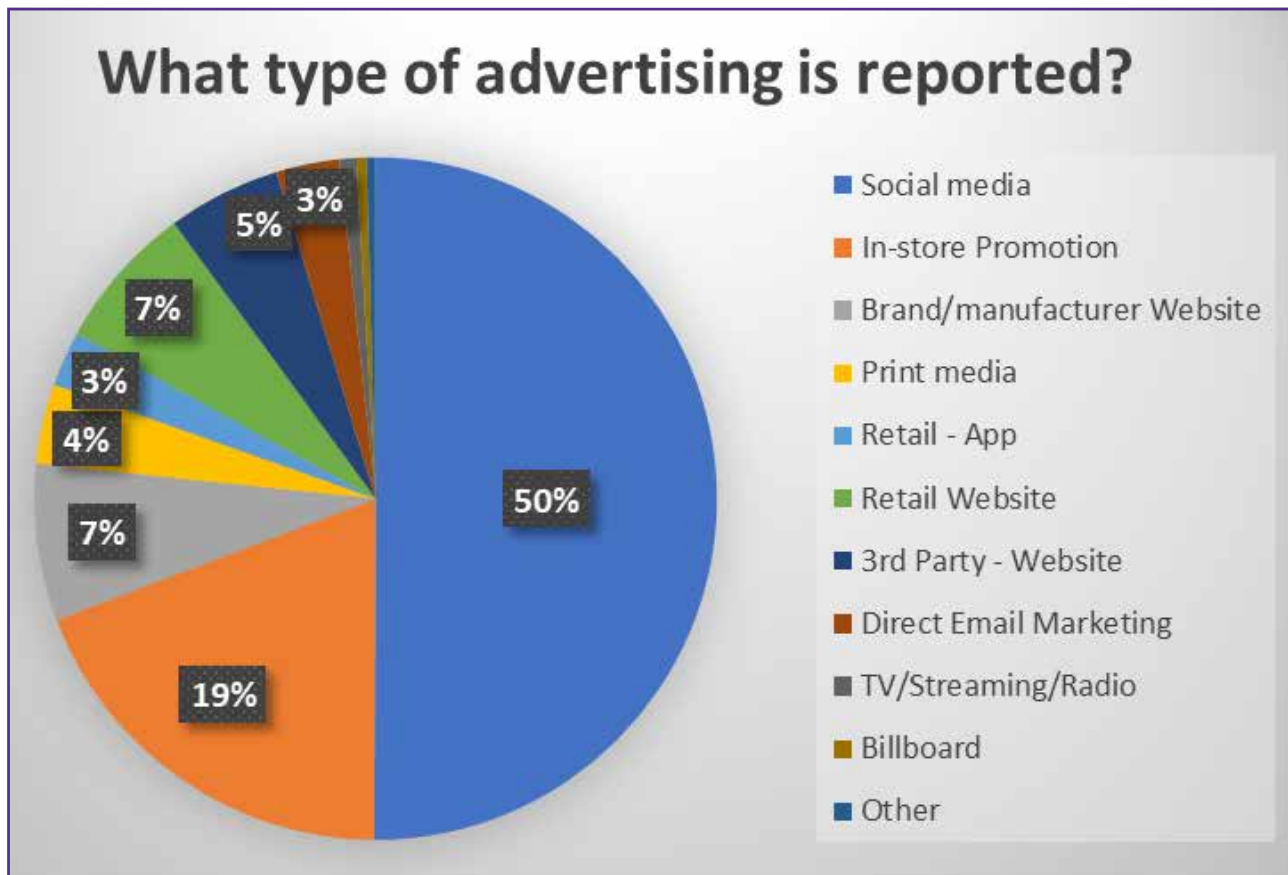
BAA Weekly Collections

Between March 2021 and December 2022 BAA has recorded approximately 3100 examples of how breastfeeding is being undermined by commercial interests in Australia.

Every week a new post is created. Group members are asked to post a picture with the date and location of the activity. Each post is entered onto a database and the picture is dated and saved into a file. Each weekly post has its own link. Contributors can interact with the Group admin and there are many questions and discussions that broaden the value of Weekly Collections beyond a simple record of predatory marketing to building a community of knowledgeable advocates.

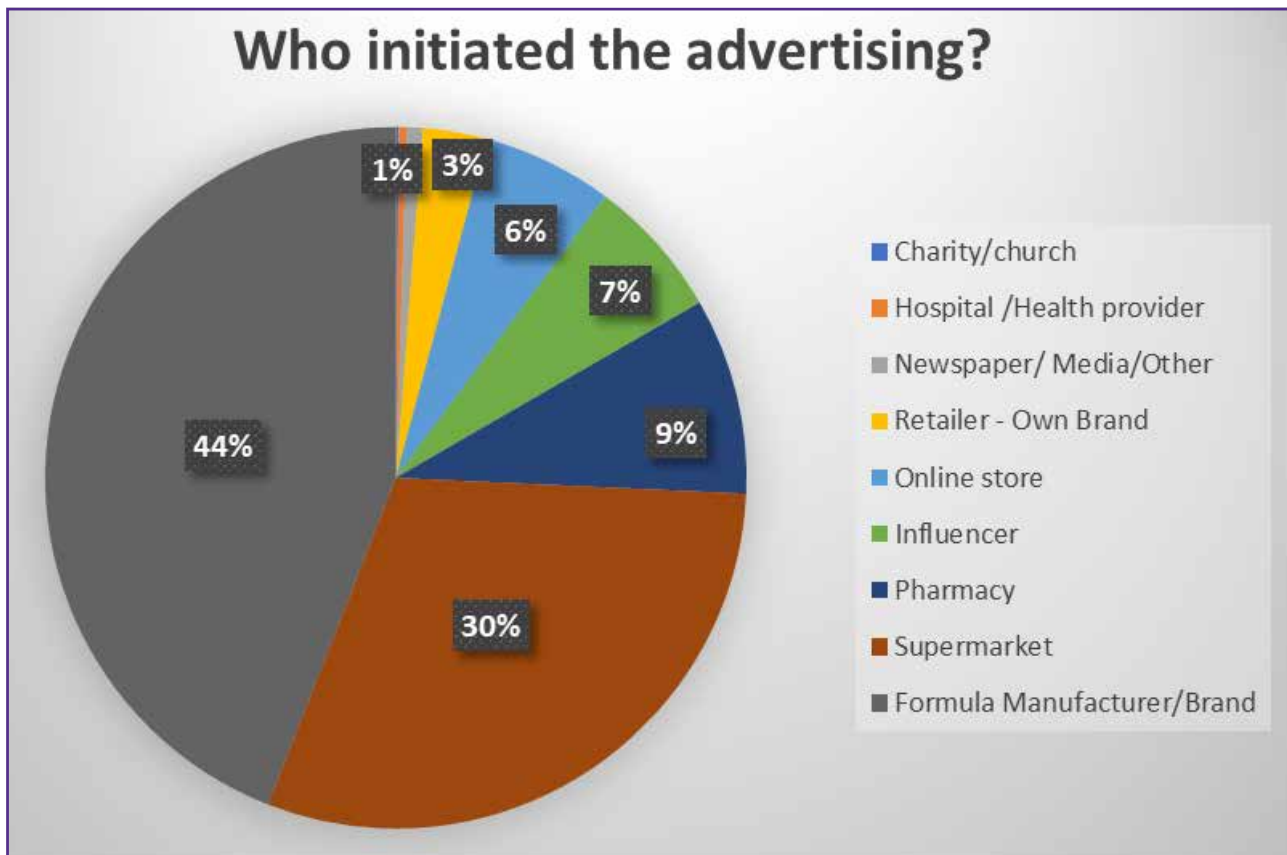


What type of advertising has been reported?





Who initiated the advertising?



Callout 1 (Top Left): The Wholesome Doctor doing paid advertising for Nutricia Formulas

Callout 2 (Top Middle): Incentives

Callout 3 (Top Right): Claims to be like breastfeeding

Callout 4 (Middle Right): Health claims and Discount

Callout 5 (Bottom Right): Incentive to personalize and a discount

Callout 6 (Bottom Left): Discounts

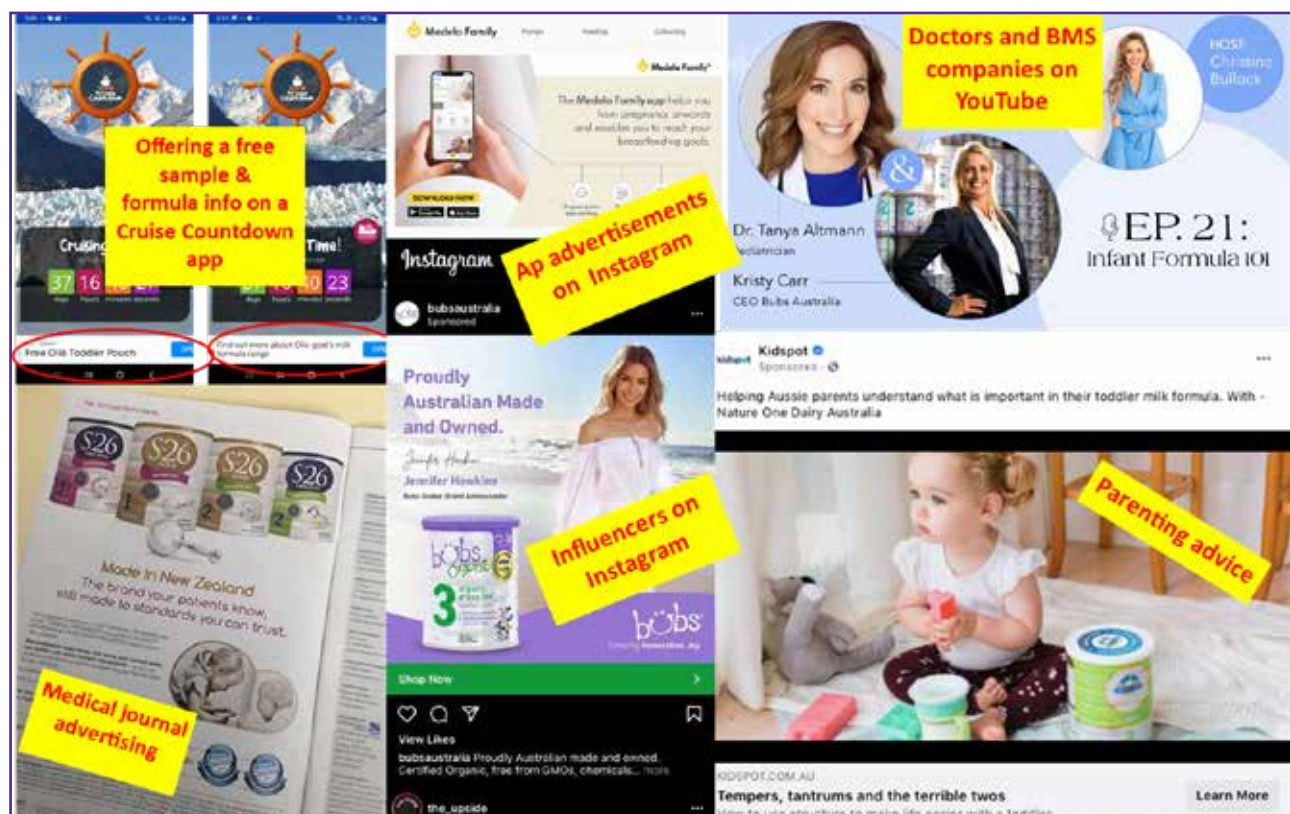
Callout 7 (Bottom Middle): Discount and claims of happy customers

Callout 8 (Bottom Right): NO PLASTIC NASTIES



Products reported include (but are not limited to):

- breast milk substitutes, including UPP, complementary foods, probiotics (sold for babies not breastfeeding)
- bottles and teats
- dummies
- nipple shields
- probiotics – sold for breastfeeding babies
- mummy shakes
- foods and drinks that claim to increase milk supply.



More about the reported companies

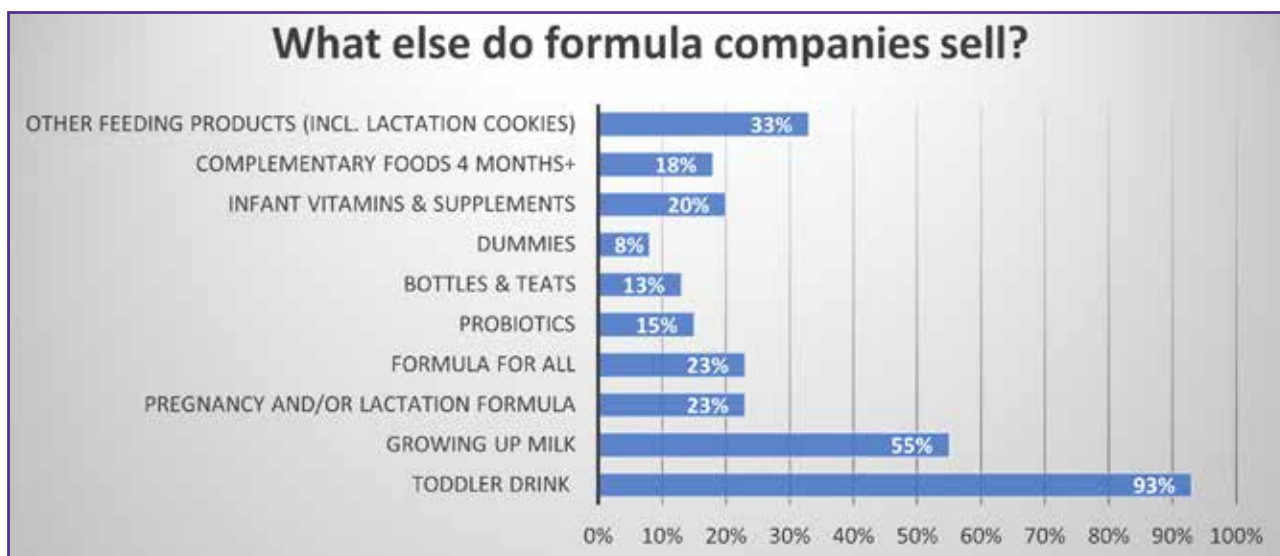
Our list of general violations includes 140 companies (Annex 1) to date, of those 110 have obligations under the existing International Code either in their role as a health worker, health system or a product they manufacture or sell. These companies exist in a state where the code is violated, the idea that one can fill out a form for a single violation is farcical. For this report, the companies are sorted into four groups those that sell infant formula, bottles, teats and dummies, complementary foods, and health workers/system, and there is some overlap.



Those with obligations under the International Code

1. Infant formula companies

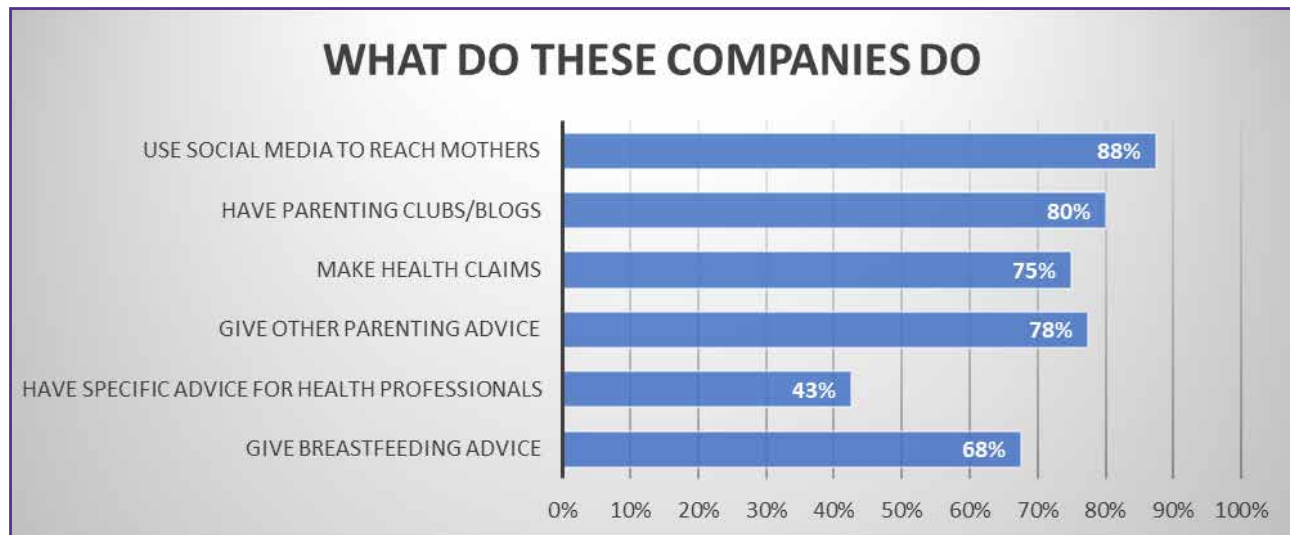
There were 40 infant formula companies reported. Most sell other products as well, here is a snapshot of some of the products they sell and what they do.





2. Companies that sell bottles teats and dummies

A variety of companies sell bottles, teats, and dummies. Some just focus on a single product while others sell a range of products, with a trend towards designer “all natural” products. These companies also exist in a state of International Code breach and attempting individual violation reports is not sensible or possible. The most egregious is the claim that they are respecting the WHO recommendations whilst obviously in breach as shown in this image.



medela

Your breastfeeding journey ▾ Our products ▾ News & events ▾ Location Finder Contact Shop Blog ▾

Community Support ▾ For professionals Healthcare Medela Family Review Us

Breast pumps **Feeding** Collecting Accessories Breast care Maternity and nursing wear Baby Care Symphony electric pump

Symphony trainer

Calma

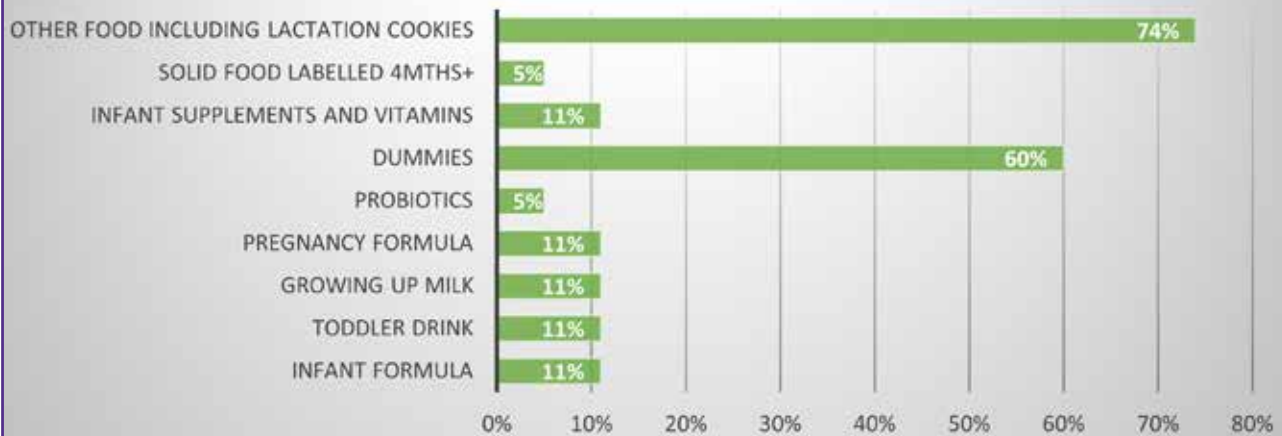
Calma is an innovative feeding solution created for breastfed babies. It is designed to not interfere with breastfeeding, to let your baby feed the way they learned at the breast.

For more information on the World Health Organization's recommendation on breastfeeding duration visit www.medela.com/who

BUY NOW



What else do these companies sell?



HAPPI



HOLLE



MEDELA



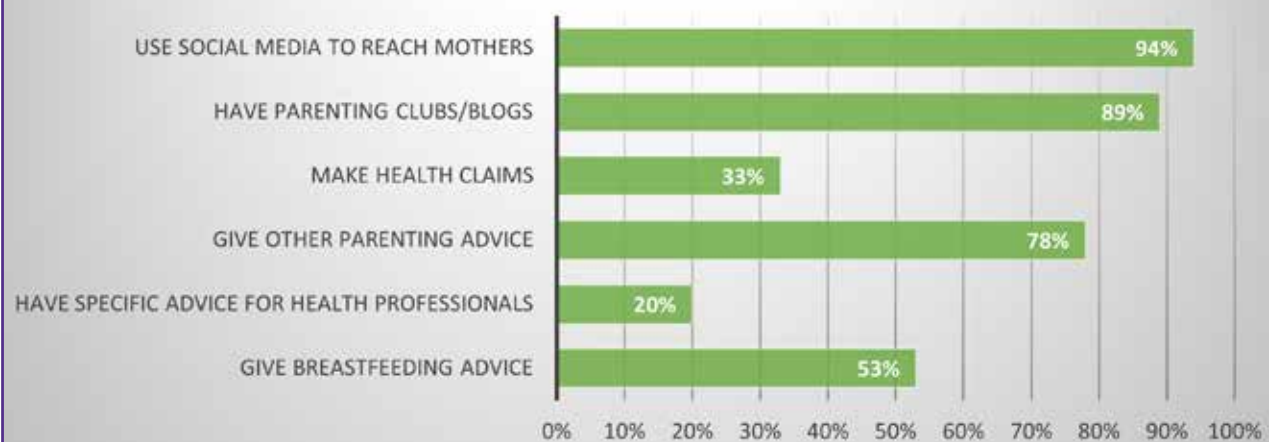
ENFAMIL



MINBIE



What do they do?





OUR PRODUCTS NATURAL BOTANICAL FAQs SHOP ABOUT CONTACT

SOFTOUCH (WIDE NECK) BABY BOTTLES & TEATS

PIGEON

SofTouch™ Baby Bottles and Teats are recognised by their wide neck. The baby bottles are available in a range of different materials and sizes, so you can choose what is best for you and your baby. SofTouch teats are made from super soft silicone, with a textured surface for perfect latch on and an air ventilation system to **help reduce colic**. **Perfect for combination breast and bottle feeding**

Home > SofTouch (Wide Neck) Baby Bottles & Teats

VIEW AS

ITEMS PER PAGE 50 SORT BY Featured

NEW

NEW

NEW

NEW

NEW

PHILLIPS-AVENT

Parenthood. There is no guidebook, but **there is a support crew**

Want free, personalised advice and discounts delivered straight to your inbox?

[Yes, sign me up](#)

Got a question?
We're here to help

[Explore FAQs and manuals](#)

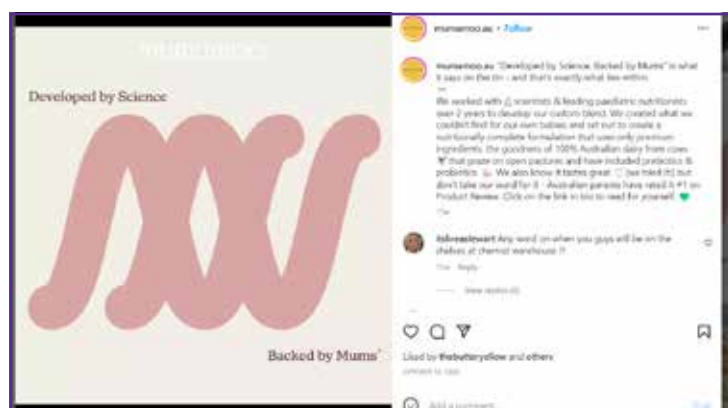
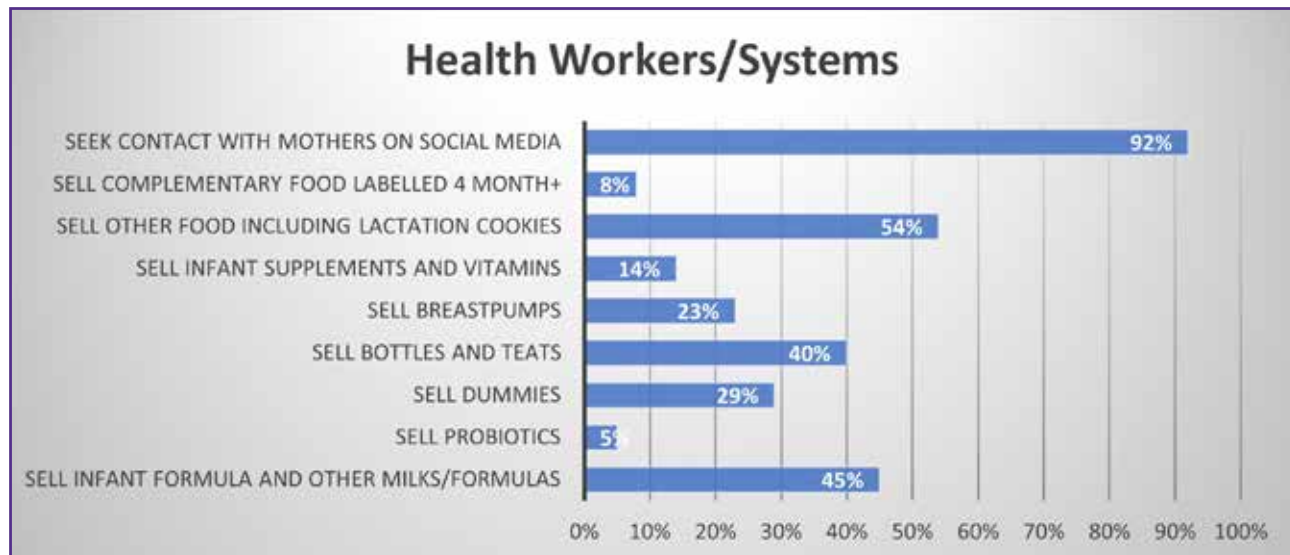
Are you a healthcare professional?

[Go to professional site](#)



3. Health workers and health systems

For this report we have used the definitions found in Article 2 of the International Code, and if the company is actively in contact with mothers and offering infant feeding and parenting advice, then they are a “health system” and their staff are “health workers”. The conflict of interest is overt and unhindered by any regulation in Australia. There are 63 of the companies reported that have Article 6 and 7 obligations. Here is a snapshot of their activity.





The clauses of the International Code most reported in numerical order

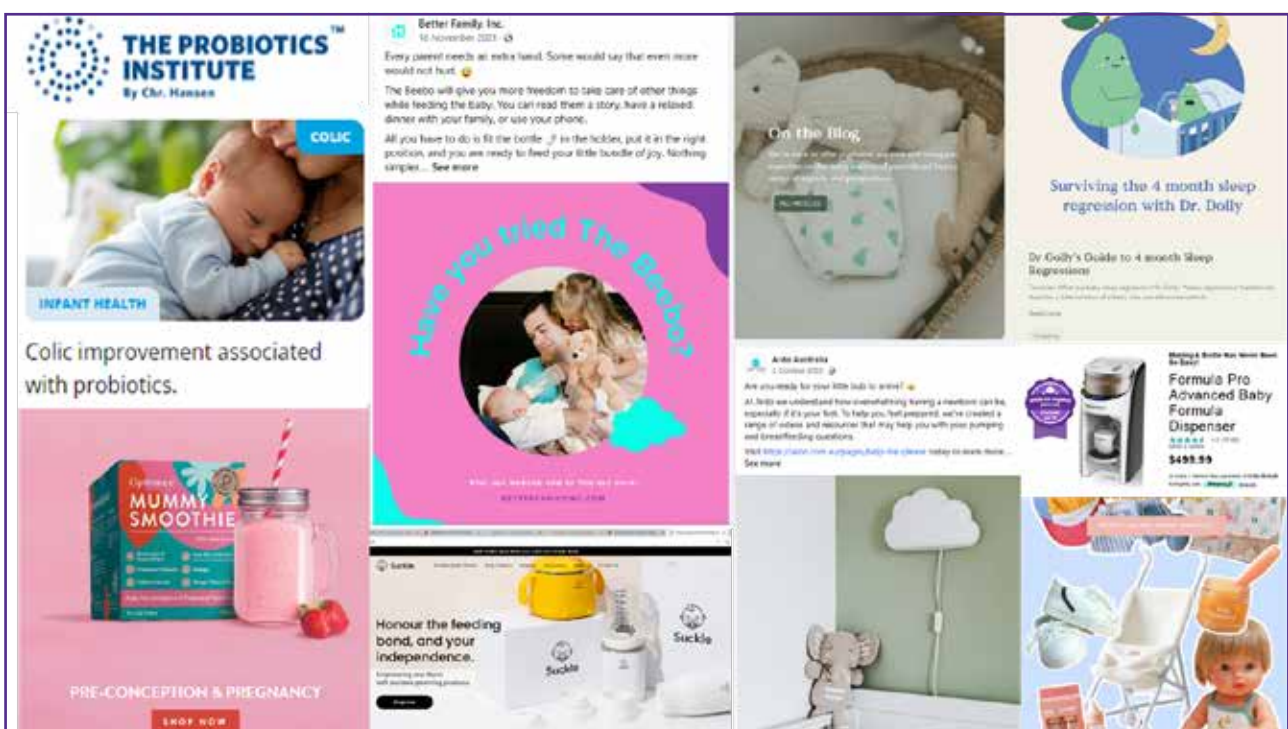
1	5.1	There should be no advertising or other form of promotion to the general public of products within the scope of this Code.
2	5.3	In conformity with paragraphs 1 and 2 of this Article, there should be no point-of-sale advertising, giving of samples, or any other promotion device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, loss-leaders and tie-in sales, for products within the scope of this Code. This provision should not restrict the establishment of pricing policies and practices intended to provide products at lower prices on a long-term basis.
3	9.2	Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealize the use of infant formula. The terms “humanized”, “materialized” or similar terms should not be used.
4	5.5	Marketing personnel, in their business capacity, should not seek direct or indirect contact of any kind with pregnant women or with mothers of infants and young children
5	7.1	Health workers should encourage and protect breast-feeding; and those who are concerned in particular with maternal and infant nutrition should make themselves familiar with their responsibilities under this Code, including the information specified in Article 4.2.
6	7.3	No financial or material inducements to promote products within the scope of this Code should be offered by manufacturers or distributors to health workers or members of their families, nor should these be accepted by health workers or members of their families.
7	5.4	Manufacturers and distributors should not distribute to pregnant women or mothers or infants and young children any gifts of articles or utensils which may promote the use of breast-milk substitutes or bottle-feeding.

Products and services not covered within the scope of the International Code

The products and services NOT covered under the existing International Code and subsequent WHA resolutions demonstrates the reckless disregard for the wellbeing the mother/infant dyad. Here are some of the products/services not covered under the current International Code that have been reported. It may not be the actual product but the blogs, parenting/feeding advice and images that accompany the products that undermine breastfeeding and suggest that the product is necessary for breastfeeding. The use of pseudo breastfeeding support as a marketing tool is very effective but also has devastating impact on dyads who are willing to buy anything that will help them with the problems they experience because of our broken system.

The use of health workers and breastfeeding organisations to sell these products suggests to the mother that when the product doesn't solve the problem, it must be her fault because they were recommended by the breastfeeding authority. The mother blames herself, not the product or the organisation nor does she realise she has not received useful practical assistance. Mothers believe they have "tried everything" when they have been given superficial commercially influenced information that is unlikely to help them meet their breastfeeding goals. The emotional harm to mothers has not been considered because taking money from these companies is justified because "they don't technically violate the International Code". Dyads deserve better protection from predatory marketing of all these products.

- Infant formula dispenser
- Complementary food pouches 6+ months
- Hydration drinks for breastfeeding mothers
- Breast pump companies
- Sleep trainers
- Nappy sellers
- Hands-free bottle-feeding devices.
- Hot water dispensers
- Probiotics
- Mummy and toddler smoothies
- Infant supplements/vitamins
- Bottle warmers
- Post-partum sanitary products
- Dolls with bottles and solid food jars





Probiotics

In this first report, probiotics have not been included under companies that have obligations under the International Code because the matter has been a subject of discussion. In subsequent reports BAA will include probiotics as a BMS when the product recommends it is given to all babies every day until 36 months and beyond. As many of these products claim to be offering a breastmilk derived strain that is necessary for gut health, it is considered a partial replacement for breastmilk.

This will be BAA's position while the debate continues as these expensive products have not been required to prove their claims about gut health or mastitis in Australia by the Therapeutic Goods Administration, they were given an exemption from this important requirement. Dyads are told by health workers rather than offering practical assistance.

Why use Qiara Infant?

Breastmilk is rich in probiotics, prebiotics and essential nutrients that help babies establish a balanced microbiome, immune system and healthy digestion.

Including Qiara Infant in your baby's diet may build and maintain the levels of beneficial bacteria and support the microbiome and maintain and support general health and wellbeing. It is suitable for all infants to support gastrointestinal health, including infants that may be experiencing diarrhoea, constipation, reflux and colic and restores good bacteria during and following antibiotics.

Qiara Infant is recommend for babies 0-24 months who are not exclusively breastfed.

What if baby is exclusively breastfed? We recommend mum takes Qiara Pregnancy and Breastfeeding.

SHOP QIARA INFANT



Baby Probiotic Powder, 60g

We are passionate about nourishing and supporting your new favourite person. You can mix a dose into expressed breast milk or formula, add it to their solids or place straight onto mum's nipple before a feed. It contains a wide variety of probiotic strains, so we know it can truly nourish the goal of balance and biodiversity in your cherub's squishy, perfect little bod.

It may:

~ assist the build-up of a newborn's gut flora, supporting healthy digestive function now (and in the future);

~ strengthen your baby's developing immune system.

~ help to control harmful bacteria and inappropriate immune responses

~ relieve symptoms of colic and irregular bowel movements



Using the International Code to create concern about the safety and quality of breastmilk

The companies that sell BMS have an obligation under the code (Clause 9.2) to include on their label:

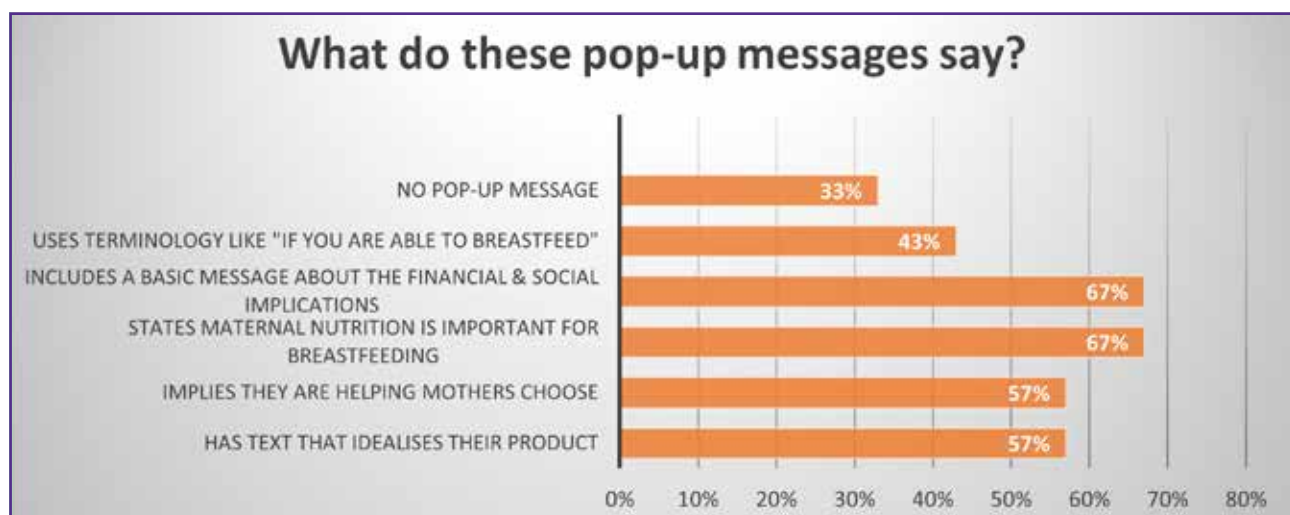
“all the following points: (a) the words ‘Important Notice’ or their equivalent; (b) a statement of the superiority of breast-feeding; (c) a statement that the product should be used only on the advice of a health worker as to the need for its use and the proper method of use; (d) instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation.”

Australia requires these companies to have a pop-up message with similar information before proceeding into their websites. There is a full list of the messages found on the websites of all these companies to provide examples of how they interpret this clause together with Clause 4.2:

“all the following points: (a) the benefits and superiority of breast-feeding; (b) maternal nutrition, and the preparation for and maintenance of breast-feeding; (c) the negative effect on breast-feeding of introducing partial bottle-feeding; (d) the difficulty of reversing the decision not to breast-feed; and (e) where needed, the proper use of infant formula, whether manufactured industrially or home-prepared. When such materials contain information about the use of infant formula, they should include the social and financial implications of its use; the health hazards of inappropriate foods or feeding methods; and, in particular, the health hazards of unnecessary or improper use of infant formula and other breast-milk substitutes. Such materials should not use any pictures or text which may idealize the use of breast-milk substitutes.”

Both clauses are used by industry in a way that manipulates the intent of these clauses to suggest that breastfeeding is difficult, and that breastmilk will be impacted negatively by maternal diet and imply that formula can be used if your diet isn't ideal. Mothers and babies need this marketing code to work for them and not for industry. Rewording these messages and labelling requirements is necessary to prevent the misuse of well-intended guidance for manipulation and profit.

All the companies that were reported have been included on the list and this chart gives an idea of how they have interpreted their obligation.





Here are some examples of exact wording:

Mumamoo

They sell infant formula and toddler drink 1, 2, 3 (0–3 years) and milk catchers.

Hi there, we're so glad you found us!

But first, a trigger warning. It's industry regulation in Australia to present the following information about breastfeeding before you can enter our site. The following statements can have the potential to cause emotional distress for some parents, so it's important to us at mumamoo to reiterate that this is an operational requirement. **We** know you are doing the best you can and are making decisions that are right for you and your baby.

Nan

They sell Infant formula and toddler drinks 0–3

You are now entering a website which contains information about Infant Formulas.

When it comes to babies, breastfeeding is best, and provides the ideal balanced diet and protection against illness. **During pregnancy and after delivery, a mother's diet should contain sufficient key nutrients.**

Nutrigo

Infant formula and toddler drink 1, 2, 3 plus pregnancy to end of life formulas.

When it comes to the nutrition of a baby, breastfeeding is the best option. Breastfeeding provides the ideal balanced diet and protection against illness. **A mother's diet should contain sufficient key nutrients. Guidance can be provided by a professional on diet and the preparation for breastfeeding.**

Ocean Road Organics

They sell Ocean Road Organics Infant formula and toddler drink 1, 2, 3

It's important for pregnant and breastfeeding mums to maintain good nutrition.

These messages about diet are untrue and not supported by any evidence.

The reality is stated here using quotes from *"Breastfeeding: A Guide for the Medical Profession"* Seventh edition. *"the quantity, protein content and calcium content of milk are relatively independent of maternal nutritional status and diet."* p.304 *"When nutritional supplements are recommended, they should be given to the mother"* (p. 307) so infants are offered the protection of breastmilk.³



Social Engineering

Definitions

Definitions from **Oxford Languages**⁴

1. the use of **centralized** planning in an attempt to manage social change and regulate the future development and behaviour of a society.
2. in the context of information security) the use of **deception** to **manipulate** individuals into **divulging** confidential or personal information that may be used for fraudulent purposes.

These methods are used to normalise bottle feeding and the use of all sorts of products and services that suggest products are necessary for breastfeeding, so as to separate the mother and her milk, leading to the undermining of the breastfeeding dyad for profit.

The International Code doesn't include things like, breast pumps, sleep training, and gadgets that are designed to interfere with the infant expressing his/her physiological need to be physically close and be nurtured by his/her mother.

In 2023, technology allows the gathering of confidential information by manipulating and/or deceiving people and using artificial intelligence to target potential customers that could not have been conceived in 1981 when the International Code was drafted.





Companies with obligations under the International Code use some of the following tactics to influence societal norms about infant feeding. Society mimics these artificial norms in the media and community spaces. BAA collects examples of Social Engineering (SE) because predatory marketing is NOT just BMS and bottles and teats. Some examples include:

- mothers' clubs with their parenting tips
- offering branded resources and "education" to health facilities
- donations of infant formula, bottles, and teats with accompanying publicity
- the formation of paid partnerships with celebrities and influencers
- packaging with images of happy babies, toys, hearts
- images of breast pumps, bottles, and dummies as 'must haves'
- repeated messages that breastfeeding is difficult, painful
- suggesting that formula is a complete food and is equal to breastfeeding
- the use of algorithms on internet
- creating charitable trusts by code-violating companies to construct the illusion of being separate from the actual company.

Images in advertising and from agencies that offer social assistance reflect what is considered "normal" in our society, this is what they see and believe to be how infants are fed and cared for. Australia needs to actively counter these messages, and at the very least, those using taxpayer-dollars should use images and messages that reflect public health policy not industry rhetoric. BAA is very comfortable looking more broadly at all products and services that undermine the breastfeeding dyad and the International Code in our society because of the harmful effect on mothers and babies, public health, and the environment.

Example of Social Engineering from the Weekly Collections

There are 586 reports of SE, separate to the list of the 281 individual organisations or products that undermine breastfeeding. They have been reported because they have used images or text that normalise artificial feeding when an alternate image or text could have been used. Here are some examples:





Other examples show dangerous feeding behaviour, babies being propped or laid on their back with a bottle, which would risk choking and death. Australia has not only failed to train its health workers about breastfeeding, but guidance on bottle feeding, after breastfeeding has been sabotaged, is left to commercial influence, leaving babies vulnerable to life-threatening bottle-feeding practices as demonstrated in the images below.



There are further examples of organisations that are respected and influence opinion and decision making related to infant feeding. These organisations have failed their moral and ethical responsibility to avoid commercial influence, especially if they receive taxpayer-funding. There are two problems with these examples, firstly that the members and the reputation of these organisations are used to sell unnecessary products in lieu of skilled practical assistance, this is particularly egregious. The second is the missed opportunity to use a neutral or breastfeeding image to counter the tsunami of bottle-feeding imagery in the community.





ACM, the steward of BFHI in Australia AGAIN taking sponsorship from International Code violators supported by NSW Health and instead of breastfeeding skills they are recommending unproven products

acm Australian College of Midwives
Midwiver 27 Sep 2021 · 🌐

Don't forget to register! Read the full program here: <https://www.midwives.org.au/events/2021-acm-virtual-national-...> See more

NATIONAL VIRTUAL CONFERENCE
13TH & 14TH OCTOBER 2021
\$98 FOR MEMBERS
12 CPD HOURS
ON ZOOM

PROGRAM SAMPLE
State of the world's Midwifery Report 2021: The implication for Australia and our region
The Cross Cultural Workers in maternity care for women and families from migrant and refugee background
'Young Women' Centred Care
Providing a publicly-funded homebirth program

Supported by the
NSW Natus Pampers HESTA

A centralised policy describing the type of images and public health messaging could be tied to funding and these could include the use of government logos that frequently appear alongside code-violating companies and other products that undermine breastfeeding. A government that visually supports these products and companies is not one that is communicating a clear message to struggling dyads about their futile efforts to seek unbiased guidance to meet their breastfeeding goals. Informed decision making about infant feeding is not possible in such a heavily commercially influenced environment. Artificial bottle feeding is the default for many families, not a “choice” as industry would suggest.

DEAKIN UNIVERSITY
Institute for Physical Activity and Nutrition
Sponsored · 🌐
Our researchers want to know about your baby's eating habits and your experience feeding them!
Are you a parent of a baby under 4 months?
Take a 15 min survey and you could win a \$50 voucher!
researchsurveys.deakin.edu.au
Join the Deakin University study Learn more

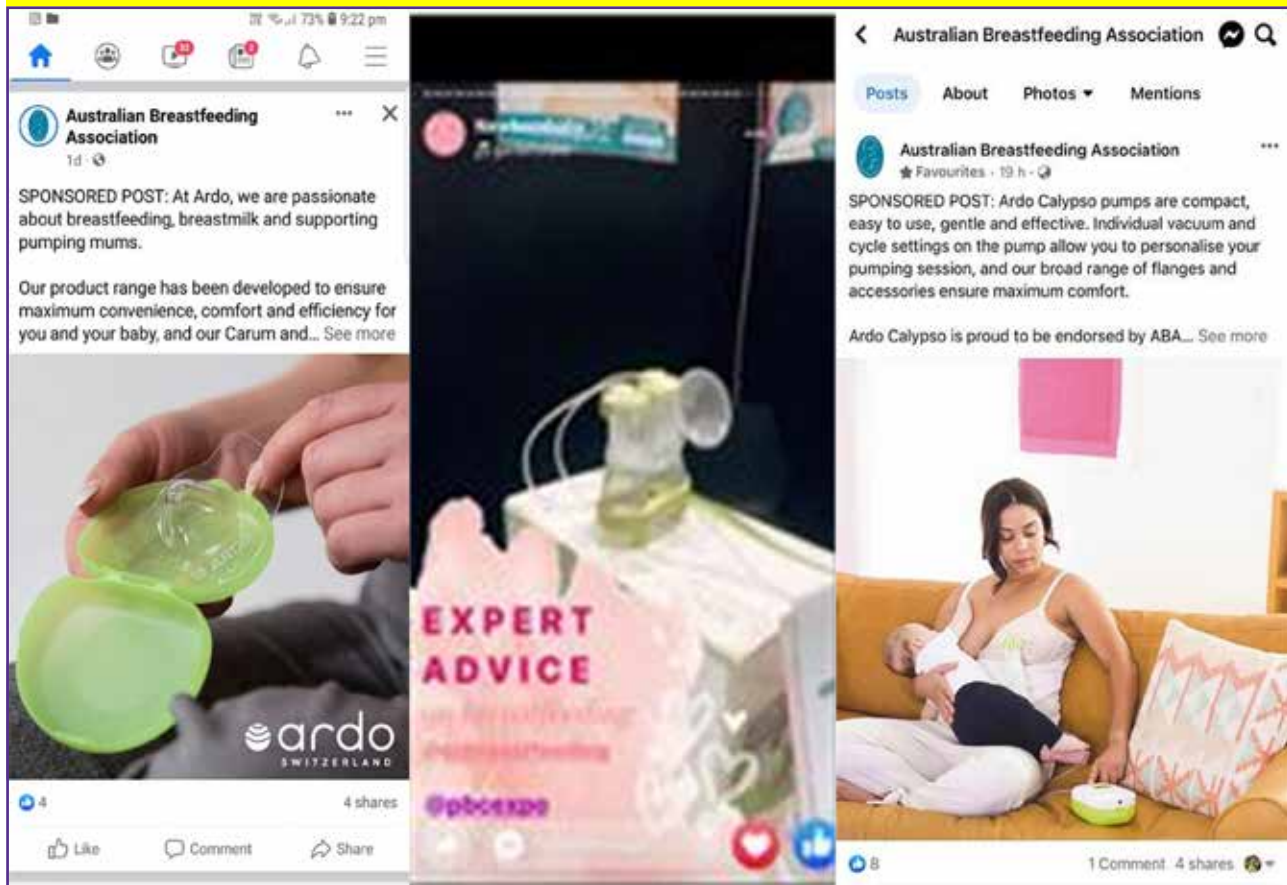
BLUEY
Bluey Bingo Baby and Mini Bluey UNCLE RAD episode! | DISNEY JR - B...
Play & Create · 163K views · 2 weeks ago

AUSTRALIAN RED CROSS
Australian Red Cross
Sponsored · 🌐
Imagine not having the basics for your new baby... See more
\$1.86 a day can provide a new baby essentials kit



There is insufficient room to show all the examples, so we have used images from organisations that are respected and consider themselves not accountable for the negative impact these images and sponsorship has on mothers and babies. The repeated claim that these companies don't technically violate the International Code, therefore justifying the sponsorship is unacceptable because it contradicts the rhetoric about being supportive of breastfeeding.

The Australian Breastfeeding Association telling mothers they need nipple shields and breast pumps.



Donations are another means to advertise and push unnecessary products whilst appearing to be generous. Genuine philanthropy does not promote unnecessary products or take advantage of our Indigenous mothers who require the same protection from predatory marketing as other mothers. Branded donations are commonly used by companies as a means of promoting their unnecessary products, often in times when these products will cause the most harm, like emergencies where there is no clean water or power. Here is an example of Medela using Indigenous references to draw attention to their products which cannot be cleaned safely in a flood situation. The only purpose for this donation is advertising, these products are harmful in emergencies. Australia can learn from international emergency teams about how to support mothers and babies when there is no clean water or power, we currently have no guidance for emergency workers, leaving them vulnerable to predatory marketing tactics like this one. Note the pretence of supporting the World Health Organization while violating the International Code in the following image.



When other images could have been used.





Companies that claim Code compliance but undermine breastfeeding

Here are examples of a company claiming Code compliance and heavily advertised by the Australian Breastfeeding Association that is promoting bottles, unsafe bottle feeding and undermining breastfeeding.

Top Left: Infographic - The 3 month supply drop
@MOOMYSMILK
Breasts don't feel as full
Baby goes longer between feedings
Milk supply is larger in the morning than the evening
Feedings get much faster
Cluster feeding is common in evenings
Supply has regulated
Baby is fussier than usual

Top Right: ARDO CALYPSO DOUBLE PLUS Electric Breast Pump
FREE The First Year's Sterilizer & Bottle Warmer + 1 Carton of Pumpers*
CRAZY DEAL \$333 UP \$648
The Blockbuster SUPERMAM BABY FAIR
BEST DEALS come to those who wait!
25-27 AUG | SUNTEC CONVENTION | FROM 11AM

Bottom Left: ardoaustralia Post
22 likes
ardoaustralia Have you ever thought about becoming a donor to a milk bank. A great post from a fabulous mom and #milkdonor @alysonhoma via @ardobreastpump
"She's going to need a whole lot of cookies to go with all this milk @blueberrydiapers This weekend we parted with 1400 ounces of breastmilk so that some other local littles could benefit from all the good stuff! We will be sharing a few hundred more ounces tomorrow ❤️ Over the last 9 weeks I have fed Amelia and froze over 2400 ounces. These are the last pictures with her full stomach. So thankful for my @ardobreastpump and @lifefactory glass bottles."

Bottom Right: ardo.usa Post
131 likes
ardo.usa Can confirm!
4 June
29 likes
ardo.usa "Sometimes breastfeeding looks a little different. Exclusively pumping IS breastfeeding. It's not what we had planned, but it works for us! 5 months on and still... more
View 1 comment
3 June



MAIF

The Marketing in Australia of Infant Formulas: Manufacturers and Importers (MAIF) Agreement⁵ remains ineffective and overtly designed to discourage reporting and there is no mechanism to scrutinise the industry, whether companies are signatories or not. The evidence of this is the list that appears on the Department of Health website that fails to identify the products the companies sell and the complaints form, which invites submission by email, fails to provide an email address. Despite writing to the appropriate department about these omissions, the failure to act remains evidence of the lack of interest in protecting breastfeeding dyads and holding industry accountable for unethical marketing practices that impact Australia's public health.

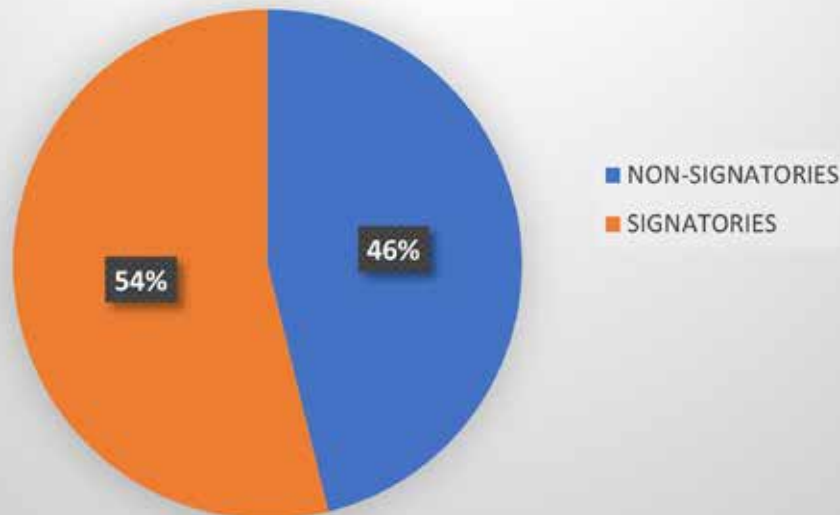
The recent industry conference held at Parliament House displays the comfortable, close relationship industry has with our Government at all levels and the challenges faced by mothers and babies to get a health system that recognises the disproportionate influence on those who make decisions that affect health outcomes. Breastfeeding advocates are volunteers and there is no profit in a mother breastfeeding her baby. So, without legal structure or moral courage on behalf of politicians, the advantage will always favour profit over public health. The implied endorsement of this industry using our seat of Government for their conference is such a powerful visual and certainly it is "Safeguarding the Future" of their political relationships and profits at the expense of mothers, babies, and public health.



Every MAIF signatory was represented in the weekly reports. A list of companies and their products is found in Appendix 3. The number of companies reported to BAA who sell or manufacture infant formula in Australia was 40 and the following chart shows the percentage who have signed the voluntary agreement.



Companies selling or manufacturing Infant Formula in Australia



Infant formula advertised on social media and a medical magazine

The collage displays four distinct advertisements for infant formula. The top-left image is a product shot of a 'Care Club A2+' formula tin. The top-middle image is a social media post for 'Sprout Organic' featuring a plant-based formula tin and text about its availability in chemist warehouses. The top-right image is a social media post for 'Aplus Milk' showing a baby playing with formula tins and a testimonial about breast milk. The bottom-right image is an advertisement for 'AusDoc' featuring a woman's face and text about a facelift procedure.



Summary of recommendations

BAA will begin with this unmet recommendation from the taxpayer-funded Best Start Report 2008.⁶

Recommendation 22

That the Department of Health and Ageing adopt the World Health Organisation's International Code of Marketing of Breast-milk Substitutes and subsequent World Health Assembly resolutions.

- Penalties commensurate with the profits and marketing budgets that reflect the costs to public health.
- An independent central body that oversees the infant feeding and parenting industry.
- Government directives about the use of bottle-feeding images in public health messages.
- No industry representatives or academics that have been funded by industry on any public health committees.
- All taxpayer-funded organisations related to infant care and feeding must be free from commercial influence.
- No Professional Development Points for events that take sponsorship from products that undermine breastfeeding.
- All donations must be unbranded and suitable for the situation.
- Emergency workers must have training on breastfeeding and harm minimisation for artificially fed infants.
- Plain paper packaging for infant formula products, with penalties for false claims.



Appendix 1

Companies reported in the Weekly Collections March 2021 to December 2022

PRODUCT	COMPANY NAME	PRODUCTS
A2	The A2 Milk Company/ A2 Nutrition	A2 formula and toddler drink 0–3 years and other milk products
Anko	Kmart	Bottles, teats, formula dispenser, bottle cleaning and sterilising products, breastmilk storage, breast pads
aPLUS	Australian Dairy Industries	Infant formula and toddler drink 1, 2, 3 (0–3 years)
Aptamil (Aptamum and Aptarent)	Danone – Aptanutrion (Nutricia)	Infant formula and toddler drink 0–3 years, feed thickener, products for older children 3–5 and 6–10 years
Aquamumma	Aquamumma	“Hydration” drinks for pregnant and breastfeeding women
ARDO	Ardo Medical	Breast pumps, nipple shields, pregnancy products, nipple creams
Baby Brezza	Betesh Group	Formula dispensers
Baby Sleep Magic App	Baby Sleep Magic	Sleep and medical advice
Baby Sleep Support	Baby Sleep Support	Sleep consultants, sleep aid products etc
Baby U	babyU/Nice Pak Products	Bath, nappy and toilet training products
BabyCentre.com	BabyCenter, LLC, a Ziff Davis company.	Healthcare provider, influencer
Babynest.com.au	Nests R Us Pty Ltd	Products, advice
Bbmilk – Buona	Steve Jones Srl 2020.	Infant formula, solids and other baby products
bbox	b.box for kids	Bottles teats and feeding products from newborn
Beaba	Peek-A-Boo Group	Bottles, teats and cleaning products, formula dispenser
Beebottle	https://betterfamilyinc.com/	Hands-free baby bottle holder and other baby products
Bellamy’s Organic	Bellamy’s Organic	Infant formula and toddler drink 1, 2, 3 (0–3 years), solids labelled 4+ months
Beta A2	Beta A2 Australia – Live Beta	Farmers Beta A2 1, 2, 3 (0–3 years) and 4 years +, pregnancy formulas
BIBO Water	Bibo Water Australia	Water purifier
Bibs	Bibs International ApS	Baby bottles, teats, dummies
Bio Island	JBX Pty Ltd	Supplements for children and adults
BioGaia	Nestlé Australia Ltd	Probiotics, NAN Care
Biostime	H & H Group, BIOSTIME NUTRITION® 2021	Biostime 1, 2, 3 (0–3 years) and 4 years+, supplements and probiotics
Blackmores	Blackmores Group	Infant formula 1, 2, 3 (0–3 years) and a variety of supplements
Bobbie	Bobbie Baby	Infant formula 0–12 months
Bubify	Bubify	Dummies and other feeding stuff, not bottles or teats
Bubs	The Infant Food Co. Pty Limited	Bubs 1, 2, 3 (0–3 years) and 4 years +, pouches of solids foods labelled 4+ and 6+ months
Care A2	Care A2+	Care A2 formula and toddler drink 0 – 3, sponsor the tennis!



PRODUCT	COMPANY NAME	PRODUCTS
Catalo	Catalo Naturals	Baby probiotics and other probiotic powders
Cherub Baby	Cherub Baby	Bottles, teats, other feeding gadgets
Chicco	Chicco Australia	Bottles, teats, pumps, nipple shields, pillows
CMC Gold	CMC Gold	Dummies, drink bottles, lunch boxes
Coles	Coles Group	Supermarket
Comotomo	Mini Monarch	Bottles, teats, milk catchers
Cosy	Cosy	Online baby store, bottle and food warmer
Cub & Bear Natural Rubber Dummies	Cub & Bear	Dummies, pregnancy announcement hampers
Curaprox	Curaden AG	Dummies and toothbrushes
Cussons	Cussons Baby	Baby hygiene products
Doddle & Co	Doddle & Co	Dummies
Dr Brown's	Dr Brown's Australia	Bottles, teats, breast pumps etc
Elevit	Bayer Australia	Pre-conception, pregnancy and breastfeeding supplements, probiotics. Co-branded with Infant Formula
Elhee	NOT FOUND, website is a distributor	Nude bottles, teats
Enfamil	Reckitt Benckiser (was Mead Johnson)	Enfamil infant formula and toddler drink 1, 2, 3 (0–3 years) Enfamil NeuroPro™ EnfaCare
Eonian	Eonian Trading Pty Ltd	Bottles, teats, breast pumps
Evenflo	Evenflo Feeding	Bottles, teats, breast pumps, dummies
Farex	Heinz	Baby rice cereal
Franjo's Kitchen	Franjo's Kitchen	Pregnancy and lactation snacks
Funch	Forbidden Foods	Baby solid food pouches from 4 months, flavoured kid shakes
Future	/wellnex-life-secures-chemist-warehouse-shelf-space-for-new-joint-venture/	Future (Gradulac Gentle) 1, 2, 3 and Ocean Road Organics 1, 2, 3
Gaia	Gaia Skin Naturals	Baby kin products and probiotic toothpaste
Gentle Sheep	Spring Sheep Milk Co	Gentle Sheep formula and toddler drink 0–3
Gerber	Nestlé	Baby solid food from 4+ months, sold through 3rd party websites in Australia
Haakaa	Haakaa NZ	Breast pumps, bottles, teats, milk catchers, nipple shields
Happi	Bega Nutritionals/Bega Cheese Limited	Happi infant formula and toddler drink 1,2,3 (0–3 years) and Bovine Lactoferrin supplements
Happy Family	Happy Family Organics	Infant formula, stage 1 and 2, solid food and lactation cookies. They have a lactation consultant!
Haven	Zuru Edge	Haven A2 1, 2, 3 (0–3 years)
Heorshe	Heorshe	Baby bottles and teats, dummies and other feeding products
Holle/Little Organics	Little Organics	Infant formula 1, 2, 3 and solids from 4 months, breastfeeding hampers
Humana	DMK BABY GMBH	Infant formula, toddler drinks, solid food, other supplements and foods
Infacol	Infacol. Teva Pharma.	Colic drops
Karicare	Danone – Aptanutrision (Nutricia)	Infant formula 0–36 months and beyond 4+
Kiindred Official		Parenting app, parenting courses



PRODUCT	COMPANY NAME	PRODUCTS
Klean Kanteen Aust	Klean Kanteen Aust	Teats and bottles
Kraft Heinz	Heinz Company Australia	Infant solid food from 4 months
Lion & Lady	Lion & Lady	Bottles and teats
Little Bellies	Every Bite Counts Pty Ltd	Tubs of solids foods labelled from 6+ months
Little Étoile	Max Biocare	Infant formula 0–36 months and Little Étoile 4 (2–6 years)
LittleOak Company	The LittleOak Company	Infant formula and toddler drink 1, 2, 3 (0–3 years)
Little Ones	Little Ones	Baby sleep experts, paid sleep training app
MAM	MAM Babyartikel Gesellschaft m.b.H.	Anti-colic bottle and teats, dummies
Mamia	Aldi Baby products	Nappies and solid food pouches labelled from 4 months
Medela	Medela AG	Teats, bottles, pumps, nipple shields
Milk Baby	Milk Baby Breast Pumps.	Closing down January 2023 Breast pumps, MILK STORAGE, BREAST PADS, MILK COLLECTION
Mim's Gentle Milk Co	Bellamy's Organic	Goats milk infant formula
Minbie	Minbie	Bottles, teats and dummies, breast pumps
Missta	Missta	Formula dispenser and formula thermos
Momcozy	Shenzhen Root E-Commerce Co Pty Ltd	Nursing bras, breast pumps, other baby care products, baby bags, breast warmer and massager
Mon Lait	Mon Lait	Pumps, bottles and teats, breast massagers, milk storage
Motherly	Motherly	Parenting advice for money and advertising, they sell parenting classes and training to run the classes
Mum Central	Mum Central	Parenting stories and advice for money and advertising, competitions
Mum Junction Parenting Tips	MomJunction Private Limited.	Parenting articles and tips designed to advertise products
Mum's Milky Way	Mum's Milky Way	Breast pumps
Mumamoo	Mamamoo	Infant formula and toddler drink 1, 2, 3 (0–3 years) and milk catchers
Mumilk Pro	Mumilk	Breast pump, milk collection shells, bottles and teats
Munchkin Inc	Munchkin Inc	Bottles, teats, bottle warmer, a variety of lactation cookies, breastfeeding teas and supplements
My Bambini's	MyBambini's	Formula dispensers, bottle warmers etc, third party sales of other bottles and teats
Nan	Nestlé Baby Store	Infant formula 0–3
Nanobebe	Nanobébé US Inc	Bottles, teats, dummies and pumps available in Australia, Big W
Natural Life	Natural Life™ Australia	Bovine colostrum milk powder and other supplements and honey
Nature One	Nature One Dairy Pty Ltd	Nature 1, Premium, AU-12, Suregrow, Dr Colostrum 0–3 and 4+ (all ranges)
Newborn Baby by Rachael Ferrari	newbornbaby.com.au	Parenting stories and advice for money and advertising
Nice Pak Products	Nice Pak Products	Baby care products, different brands



PRODUCT	COMPANY NAME	PRODUCTS
Night Owl	The Night Owl	Breast pumps and accessories
Nourishing Bubs	Nourishing Bubs	Solid food pouches from 4 months plus other products eg, Franjo's kitchen supplements, lactation cookies
Novalac	Aspen Australia, linked to Bayer	Formula and toddler drink 0-3, Elevit, and pregnancy and breastfeeding supplements
Nuby Luv n'Care	Admar Luv n Care	Available Amazon, eBay online
Nuk	Newell Brands	Bottles, teats, dummies, breast pumps and other accessories
Nursh-Boon	Tomy	Sold in Australia by Baby Bunting and other retailers
Nutrico	Nutrico Optimim Nutrition	Infant formula 1, 2, 3 plus pregnancy to end of life formulas
Nutura	Nutura Organic	Infant formula and toddler drinks
Ocean Road Organics	Australian Dairy Nutritional Limited, Ocean Dairy Pty Ltd	Ocean Road Organics 1, 2, 3
Oli	Nuchev Limited	Oli formula and toddler drink 0-3 and general powdered supplement
One Fine Baby	One Fine Baby	Online shop and Baby Expo, baby feeding products, bottles and teats, clothes, furniture etc
Only Organic	Only Organic	NZ company, solid food from 4+ months
Optigold	Optipharm	Infant formula 1, 2, 3
Optivance	Optivance (A GDP Pty Ltd brand)	Mummy and toddler smoothies and breastfeeding supplement
Ostelin	Sanofi Aventis Healthcare	Vitamin D drops recommended for regular use from birth
Perrigo	Perrigo	Generic formulas for your own branding
Philips Avent	Koninklijke Philips N.V.,	Pumps, bottles and teats, apps
Pidgeon	Havenhall Pty Ltd	Pumps, bottles and teats
Pinky's Boobie Foods	Boobie Foods	Cookies and supplements
Play Nourish Thrive	Play Nourish Thrive, Essential Baby and Toddler Products	Online seller of a variety of baby products including bottles and teats
Plum Organics	Plum Organics, A Sun-Maid Company	Solids food pouches labelled 4+ months
Podee	DMK International Pty Ltd	Hands-free bottle
Pono Probiotics	Pono Probiotics	Baby probiotics and other probiotic powders
Qiara	Puremedic Health (Operations) Pty Ltd.	Probiotics for all ages, powdered infant product for regular use for formula-fed infants
Raffertys garden	PZ Cussons	Baby food pouches from 4 months
Rochilou	Rochilou	Online seller of a variety of baby products including bottles and teats, Jiffi bottle warmer
S-26 Alula	Sanulac Nutritionals Australia Pty Ltd owned by BAYER then Aspen – confusing	S-26 Alula formula and toddler drink 0-3 and SMA Infacare Comfort formula 0-3 and older
Sepal	Sepal Healthy Innovations	Teats and bottles
Shegoa Karilac	Karilac Shegoa	Sheep and goats milk infant formula and toddler drinks 1-3
Similac	Abbott Australasia	Similac formula and toddler drink 0-3, Pediasure, Elecare. Available online to Australian customers



PRODUCT	COMPANY NAME	PRODUCTS
Sleep Tight Babies	Sleep Tight Babies	Online store selling sleeping, infant care and feeding products
Smiling Tums	Woolworths	Solid food pouches/bars labelled from 6+ months
Snoo	Happiest Baby Inc	Bassinets, books, sleep aids, swaddles
Snuggle Hunny Kids	Snuggle Hunny Kids	Clothes, swaddles, dummies
Spectra	Spectra Baby Australia	Pumps, teats, bottles, breastmilk storage
Sprout Organic	Sprout Organic	Plant-based infant formula 0–3, matching product logo stuffed animals, bottles, teats, shake maker
Suckle	Suckle AU	Bottle and food warmers and breast pumps
Summer Land Camels	Summer Land Camels	Company that makes products from camel milk, including powdered milk products
The Bump	The Bump	App and website with pregnancy, feeding and parenting advice and product recommendations
The Healthy Mummy	The Healthy Mummy	Smoothies, supplements, skin care
The Memo	The Memo	Online store with many baby products, including dummies
The Probiotics Institute	Chr. Hansen Inc.	Information site about commercially available probiotics, partnered with Abbott
The TOMco	TOM Organic	Menstruation products
Tiny Harlow	Tiny Harlow	Doll with feeding accessories
Tiny Turtle	Tiny Turtle Baby Food	Solid food portions from 4 months
Tommee Tippee	Mayborn ANZ Pty Ltd owned by Shanghai Jahwa (Group) Co Ltd	Pumps, bottles and teats, nipple shields, dummies, sleep products
Toofy	Toofy, BETTER BABY TRADING PTY LTD (ABN: 91 641 359 864)	Bottle and food warmers
Tooshies	Tooshies	Tooshies NAPPIES and wipes
Uganic	Wattle Health Australia Limited/Priceline	Infant formula 1, 2, 3



Appendix 2

Messages on infant formula websites

A2 (A2 formula and toddler drink 0–3 and other milk products)

Please take a moment to read this important message

Breastfeeding is best for babies and provides the optimal balance of nutrition and protection during growth and development.

Good maternal nutrition is important in preparation for and during breastfeeding.

If you are considering bottle feeding, always seek professional advice as introducing bottle feeding, either partially or exclusively, may adversely affect breastfeeding by reducing the amount of your own breast milk supply and may be difficult to reverse should you change your mind. Consider the financial and social implications when deciding on a feeding method for your baby.

Improper or unnecessary use of infant formula may affect the health of your baby, therefore, always prepare and use as per the manufacturer's instructions. By clicking the I ACCEPT button, you will be able to view information about a2 Platinum® infant formula and follow-on formula. If you choose to proceed, you are accepting that The a2 Milk Company is supplying this information at your individual request for information purposes.

aPLUS (Infant formula and toddler drink 1, 2, 3 (0–3 years))

Here at AplusMilk Australia, we believe in providing the very best nutrition for your baby, which is why we recognise breast milk to be the best start for your little one.

Before starting your baby on any infant formulas it is important that you seek professional advice and any information found on AplusMilk Australias' website should never replace any advice you might receive from a qualified healthcare professional.

If you are unable to continue breastfeeding or may be searching for an alternative, AplusMilk Australias' produces nutritious, premium infant formulas, containing the vitamins and minerals which are needed to assist in your baby's growth and to support their immune system. If you decide to replace breastfeeding, either partially or completely, it is important to note that this can reduce breast milk production and it may make recommencing difficult should you change your mind.

The proper use of infant formula is important for your little one's health so, we ask that all our products are prepared and used as instructed.

Our website is dedicated to informing you about our wide range of infant formulas and dairy products. If you choose to view this information you are accepting that AplusMilk Australia in supplying this information at your request for educational purposes.



Aptamil (Aptamum and Aptarent) (Infant formula and toddler drink 0–3, feed thickener, products for older children 3–5 and 6–10 years)

Welcome to the AptaNutrition website

Supporting choices for mums

Before you enter, please read this important statement:

If you are able, breastfeeding is best. It provides all the nutritional health benefits as Mother Nature intended. In readying for and during breastfeeding, it's important that mums eat a healthy, balanced diet.

If you're considering bottle feeding, seek professional medical advice first. Introducing bottle feeding either partially or exclusively, may reduce the supply of your own breast milk, which makes reversing the decision not to breast feed difficult. Also consider the social and financial implications, such as convenience and cost over time.

When using infant formula, always follow the instructions for use carefully, unnecessary or improper use may make your baby ill.

Information about Aptamil Toddler and other products is for educational and informational purposes only. If you would like to proceed, please click "OK, I understand".

Bbmilk – Buona (Infant formula, solids and other baby products)

BUONA is committed in its support for breastfeeding, as it acknowledges that breast milk is the best nutrition for the baby.

The WHO (World Health Organisation) recommends breast milk as exclusive nutrition up to the baby's 6th month, and as a source of milk during weaning and also after turning 1.

Only if breastfeeding is not sufficient or possible, should you resort to formula milk, upon advice of your paediatrician.

Bellamy's Organic (Infant formula and toddler drink 1, 2, 3 (0–3 years), solids labelled 4+ months)

No pop up message – you must click a very small notice on the top right corner



Beta A2 (Farmers Beta A2 1, 2, 3 (0–3 years) and 4 years + pregnancy formulas)

Welcome to Beta A2 Australia

We Create Premium Australian A2 Dairy Nutrition for Ever Body, Every Day.

If you're a parent looking for information on our Infant Formula range, please take a moment to read these important messages:

The World Health Organisation recommends that breastfeeding is best for your baby.

Good maternal nutrition is important while breastfeeding. If you are considering bottle-feeding, please seek professional advice as introducing partial or exclusive feeding may impact your supply of breast milk, making it difficult to reverse.

It is sensible to consider the cost of infant formula when making this decision.

When preparing your infant's formula it is vital to follow our preparation and feeding instructions, as this will ensure your baby's health.

Biostime (Biostime 1, 2, 3 (0–3 years) and 4 years + supplements and probiotics)

THANK YOU FOR VISITING

PLEASE READ THIS IMPORTANT MESSAGE:

Biostime® Nutrition exists to help support parents in making the best choices; and we acknowledge breastfeeding is best for babies as it provides the optimal balance of nutrition. It's important for pregnant and breastfeeding mums to maintain a balanced and healthy diet.

Please consult your health care professional for advice, because bottle-feeding may adversely affect your own breast milk supply, which can be difficult to reverse. Please also consider the financial and social implications when deciding on a feeding method for your baby. When preparing infant formula always follow the instructions, as improper preparation may affect the health of your baby.

By clicking the button below, you will proceed to information about infant feeding, including the Biostime SN-2 BIO PLUS infant formula range, for educational purposes, and this is provided at your individual request.



Blackmores (Infant formula 1, 2, 3 (0–3 years) and a variety of supplements)

Welcome to the Blackmores Infant Formula website. Please take a moment to read this important message:

Blackmores supports breastfeeding as the best nutrition for babies.

If you are considering an alternative to breastfeeding, please consult your health care professional.

Breastfeeding provides the right amount of nutrients needed for baby's healthy growth particularly in the first 6 months.

Breastfeeding transfers antibodies and other protective factors that help protect baby against common infections.

Breastfeeding will help a mother's womb return to normal size and assist in using up the extra fat stored in preparation for making breast milk.

Frequent breastfeeding will provide nipple stimulation and help to increase a mother's milk supply to meet the needs of her growing baby, so it may be difficult to return to full breastfeeding if parents decide to partially formula feed a breastfed baby.

Parents should always consider the social and financial implications before selecting a method of baby feeding.

Formulas should always be prepared and used as directed. Improper use of infant formula, such as the use of unboiled water, incorrect dilution or unhygienic bottles may cause your baby to become ill.

By clicking on the Continue button, you are confirming that you have read and understood this information.

Bobbie (Infant formula 0–12 months)

No pop-up message or any breastfeeding information



Bubs (Bubs 1, 2, 3 (0–3 years) and 4 years +, pouches of solids foods labelled 4+ and 6+ months)

Before you enter, please read this Important Information.

For mums who are able to, breastfeeding is best for babies. It delivers many benefits for both mum and baby. Breastmilk contains all the nutrients your growing bub needs to thrive, especially in the first 6 months of life, plus antibodies to help them fight infections.

It's important for pregnant and breastfeeding mums to maintain good nutrition.

Deciding to use a combination of breast and bottle-feeding for an extended period may reduce your own breast milk supply, and reversing your decision may be difficult.

When using infant formula, follow the feeding guide and preparation directions carefully. Improper use or incorrect preparation of infant formula can make your baby ill.

Consult your doctor or health care professional for advice prior to using the formula to feed your baby. You should also consider the social and financial implications before deciding to use infant formula.

By clicking the “I agree” button, you are confirming that you wish to view information about Bubs Baby Formula on this site, and have read and understood that it is provided for educational and informational purposes only.

Care A2 (Care A2 formula and toddler drink 0–3. Sponsors the tennis!)

Before you enter, please read this important statement:

If you are able, breastfeeding is best. It provides nutritional health benefits as Mother Nature intended. In readying for and during breastfeeding, it's important that mums eat a healthy, balanced diet.

If you're considering bottle feeding, seek professional medical advice first. Introducing bottle feeding either partially or exclusively may reduce the supply of your own breast milk, which makes reversing the decision, not to breastfeed difficult. Also one should consider the social and financial implications, such as convenience and cost over time.

When using infant formula, always follow the instructions for use carefully, unnecessary or improper use may make your baby unwell.

Information about Care A2+ and other products is for educational and informational purposes only. If you would like to proceed, please click “I understand”



Enfamil (Enfamil infant formula and toddler drink 1, 2, 3 (0–3 years) Enfamil NeuroPro™ EnfaCare)
No pop-up message.

Future (Future (Gradulac Gentle) 1, 2, 3 and Ocean Road Organics 1, 2, 3)

Important information

Breastfeeding is best for babies as it contains the ideal nutrients and immunity protection to support healthy growth and development. It is best to consult with a health professional for advice prior to seeking alternative feeding solutions.

It's important for pregnant and breastfeeding mums to maintain good nutrition.

When considering bottle feeding, the partial or exclusive introduction may reduce the amount of breast milk supply, potentially making it difficult to re-establish should you decide to reverse the decision. Financial and social implications are to be considered before proceeding with the use of infant formula including that if your child is not receiving any breast milk, infant formula will need to be purchased until the baby is 12 months of age.

Always prepare infant formula in accordance with the instructions on the label. Improper use or incorrect preparation of infant formula can make your baby ill.

By clicking the “I agree” button, you are confirming that information about future® Infant Formula on this site, is provided for educational purposes only. This information should not be substituted as medical advice.

Gentle Sheep (Gentle Sheep formula and toddler drink 0–3)

We believe that breastfeeding is best for babies and provides the optimal balance of nutrition and protection during growth and development.

In preparation for and during breastfeeding, it's important that mums eat a healthy, balanced diet. If you're considering bottle feeding, always seek professional medical advice first. Introducing bottle feeding either partially or exclusively may reduce the supply of your own breast milk, and it may be difficult to reverse should you change your mind. Consider the financial and social implications when deciding on a feeding method for your baby. When using infant formula, always follow the manufacturer's instructions for use carefully, as unnecessary or improper use may affect the health of your baby.

By clicking the I ACCEPT button you will be able to view information about Spring Sheep ® Gentle Sheep ® Infant formula range. If you choose to proceed, you are accepting that Spring Sheep is providing this information at your individual request for information purposes.



Happi (Happi infant formula and toddler drink 1, 2, 3 (0–3 years) and Bovine Lactoferrin supplements)

Welcome to HAPPi Infant Nutrition

Welcome to HAPPi, before you enter, please read this important message:

Breast milk is the best nutrition for infants providing an optimal balanced diet and protection against illness, particularly during the first 6 months. In addition, breastmilk is convenient and free. **It's important that mums eat a healthy, balanced diet while pregnant and during breast feeding.** If you are considering an alternative to breastfeeding, please seek advice from your healthcare provider first and consider the social and financial implications including the cost of formula until 12 months of age before using an infant formula. Deciding to partially or exclusively formula feed a breastfed baby may reduce the supply of your own breast milk and it may be difficult to reverse this decision and return to full breastfeeding.

When using infant formula, always follow the instructions for use carefully. Formulas should always be prepared and used as directed. Improper use of infant formula, such as the use of unboiled water, incorrect dilution or unhygienic bottles may cause your baby to become ill. Information on this site is provided for educational and informational purposes only and should not substitute advice from a healthcare provider

By clicking "I Understand", you are confirming that you have read and understood this information.

Happy Family (Infant formula, stage 1 and 2, solid food and lactation cookies)

No pop-up until you go to shopping

We know breast milk offers optimal nutrition (we're sure you do, too!) and we support breastfeeding. But we're parents too, so **we know it isn't always an option.**

Your baby deserves the best possible nutrition and you deserve to feel confident in how you nourish your family. That's why we will never try to sell you on any product or method.

Learn more about how we support every parent's feeding journey.

Need help finding formula? We can help!

Haven (Haven A2 1, 2, 3 (0–3 years))

No pop-up information



Holle/Little Organics (Infant formula 1, 2, 3 and solids from 4 months, breastfeeding hampers)
No pop-up information

Humana (Infant formula, toddler drinks, solid food, other supplements and foods)

Breastfeeding is beyond a doubt the best way to nourish your baby

Breastfeeding is associated with many benefits for you and your baby:

- It is optimally tailored to the nutritional needs of your baby.
- It protects against infections.
- It reinforces the bond between you and your baby.
- It is the cheapest diet.

As a breastfeeding mom, please keep in mind that it is important to eat a healthy and balanced diet to pass energy and nutrients to your baby.

The World Health Organization (WHO) recommends breastfeeding as the sole source of nutrition for the first 6 months and continued breastfeeding for up to two years or beyond. But for various reasons, sometimes breastfeeding is simply not possible. If this is the case, infant formula can be used.

Before feeding infant formula, please talk to your paediatrician or midwife. Please be aware that ceasing to breastfeed or supplementing breastfeeding with infant formula may reduce breast milk supply. This effect is difficult to reverse. If you decide to use infant formula, always read and follow the instructions on the pack carefully. Improper preparation and storage may be harmful to your baby's health.



Karicare (Infant formula 0–36 months and beyond 4+)

Supporting choices for mums

Before you enter, please read this important statement:

If you are able, breastfeeding is best. It provides all the nutritional health benefits as Mother Nature intended. **In readying for and during breastfeeding, it's important that mums eat a healthy, balanced diet.**

If you're considering bottle feeding, seek professional medical advice first. Introducing bottle feeding either partially or exclusively, may reduce the supply of your own breast milk, which makes reversing the decision not to breastfeed difficult. Also consider the social and financial implications, such as convenience and cost over time.

When using infant formula, always follow the instructions for use carefully, unnecessary or improper use may make your baby ill. Information about Karicare Toddler and other products is for educational and informational purposes only. If you would like to proceed, please click "I understand".

Little Étoile (Infant formula 0–36 months and Little Étoile 4 (2–6 years))

Welcome to Little Étoile

Little Étoile Nutrition acknowledges breast milk as the gold standard of nutrition for newborns and early infants. The WHO recommends breastfeeding for at least the first 6 months of infant life.

As breast milk supply responds positively to infant demand, and decreases with infant withdrawal, women who mix feed should wait until their milk supply has been established before introducing infant formula.

There are many reasons why women may choose to use an infant formula either in combination with breastfeeding or as a substitute. With these issues in mind, **infant formula products are thus designed to be as close to breast milk composition as possible,** in terms of nutritional composition, hence they are termed "breast milk substitutes".

OK, I understand



Little Oak Company (Infant formula and toddler drink 1, 2, 3 (0–3 years))

LittleOak's purpose is to nourish babies and toddlers today and into the future. We support the World Health Organisation's recommendation that breastfeeding is the best form of nutrition up to six months old and combined with food for up to two years. We also understand breastfeeding isn't always possible and mothers may need an alternative form of nourishment to breastmilk.

We believe every mum has the right to decide what is best for her and baby, and deserves sufficient information to be able to make that choice. The information here is a general guide and if you are considering bottle feeding, we recommend you seek advice from your midwife or health care professional for individual advice about your baby.

A healthy and balanced diet during pregnancy and breastfeeding will benefit your milk production, as well as nursing at regular intervals. If you decide not to breastfeed, or to introduce bottle feeding, it could reduce the supply of your breast milk. Once reduced, it is difficult to re-establish. We would also recommend considering the lifestyle and financial changes involved in switching to formula.

Should you decide to use a breastmilk alternative, then the formula should be prepared and used as directed. Unnecessary or improper use may present a health hazard to your baby. Babies have delicate tummies so where possible, introduce formula as a gradual process.

By clicking "I agree", you confirm your understanding that LittleOak is supplying the information contained on this website for informational, educational or support purposes.

Mim's Gentle Milk Co (Goats milk infant formula)

Important Notice to Parents and Guardians

- The World Health Organisation recommends that breastfeeding is best for your baby.
 - Having a balanced diet when breastfeeding is also important. Infant Formulas should only be used after you've sought advice from a doctor or health practitioner.
 - A decision not to breastfeed can be difficult to reverse and introducing partial bottle feeding may reduce the supply of breast milk. It is also wise to consider the cost of infant formula.
 - If you use infant formula, all preparation and feeding instructions must be followed as per the manufacturer's instructions. This is important for your baby's health.
-



Mumamoo (Infant formula and toddler drink 1, 2, 3 (0–3 years) and milk catchers)

Hi there, we're so glad you found us!

But first, a trigger warning. It's industry regulation in Australia to present the following information about breastfeeding before you can enter our site. The following statements can have the potential to cause emotional distress for some parents, so it's important to us at mumamoo to reiterate that this is an operational requirement. **We** know you are doing the best you can and are making decisions that are right for you and your baby.

If you are able, breastfeeding provides the optimal balance of nutrition for your baby. A healthy diet is important during pregnancy and while breastfeeding. If you make the decision not to breastfeed, we recommend you seek advice from your GP or health professional. Should you need an alternative form of nourishment to breastmilk, we recommend considering the social and financial implications. Introducing formula feeding can impact your breastmilk supply and is difficult to re-establish. Should you decide to use a breastmilk alternative, please take care to use the formula as directed.

We support your choices and your feeding journey – whatever that may be. We understand breastfeeding isn't always possible, so please click **I AGREE** to confirm your understanding that mumamoo is supplying the information contained on this website for informational or educational purposes and should not be substituted for medical advice.

You're doing an amazing job. Love, team mumamoo x

#feedfearlessly

PS If any of this information has been triggering and you need support we urge you to reach out to the PANDA National Helpline on 1300 726 306



Nan (Infant formula 0–3)

You are now entering a website which contains information about Infant Formulas.

When it comes to babies, breastfeeding is best, and provides the ideal balanced diet and protection against illness. During pregnancy and after delivery, a mother's diet should contain sufficient key nutrients. Professional guidance can be sought on diet and the preparation for and maintenance of breastfeeding. Infant formula is intended to replace breast-milk when mothers do not breastfeed. A decision not to breast-feed, or to introduce partial bottle-feeding, could reduce the supply of breast-milk. Once reduced, it is difficult to re-establish. Infant formula should be prepared and used as directed. Unnecessary or improper use, such as the use of unboiled water, unboiled bottles or incorrect dilution may present a health hazard. Social and financial implications, such as the preparation requirements and the cost of providing formula until 12 months of age, should be considered when choosing how to feed infants.

By clicking on the "I understand" link above, you confirm your understanding that Nestlé is supplying this information about formulas for informational or educational purposes.

Nature One (Nature 1, Premium, AU-12, Suregrow, Dr Colostrum 0–3 and 4+ (all ranges))

Important Notice to Parents and Guardians

Breast milk is the best for babies. The World Health Organisation recommends exclusive breastfeeding for the first six months of life. Nature One Dairy Pty Ltd fully recognises breast milk's primacy, value and superiority and supports exclusive breastfeeding as recommended by the WHO.

> Having a balanced diet when breastfeeding is also important. Baby formulas should only be used after you've sought advice from doctor or health practitioner.

> A decision not to breastfeed can be difficult to reverse and introducing partial bottle feeding may reduce the supply of the breast milk. It is also wise to consider the cost of infant formula.

> If you use infant formula, all preparation and feeding instructions must be followed as per the manufacturer's instructions. This is important for your baby's health.



Novalac (Formula and toddler drink 0–3, Elevit, and pregnancy and breastfeeding supplements)

Breast milk is best for babies.

Before proceeding, please read the important notice below.

Breastfeeding is best for babies and has many benefits, such as protecting your baby from infection while their immune system develops. It is important that you eat a healthy, balanced diet in preparation for and during breastfeeding. Infant formula is designed to replace breast milk when an infant is not breastfed. Combining breast and bottle feeding in your baby's first weeks of life may reduce your supply of breast milk, and reversing a decision not to breastfeed is difficult. The social and financial implications of using infant formula should be considered when choosing a method of feeding. Always follow the manufacturer's instructions when preparing and using infant formula, including proper sterilisation of bottles and using boiled water. Improper use of an infant formula may make your baby ill. Always consult your doctor, midwife or health care professional for advice about feeding your baby.

By clicking I AGREE, you are acknowledging that you have read and understood this information. You will then proceed directly to information about the Novalac range of specialist infant formulas, common feeding problems and other useful information. If you choose to proceed, you are accepting that Novalac is supplying this information at your request for educational purposes.

Nutrigo (Infant formula 1, 2, 3 plus pregnancy to end of life formulas)

Welcome to Nutrigo

This section of the Nutrigo website contains information about Infant Formulas.

When it comes to the nutrition of a baby, breastfeeding is the best option. Breastfeeding provides the ideal balanced diet and protection against illness. A mother's diet should contain sufficient key nutrients. Guidance can be provided by a professional on diet and the preparation for breastfeeding. Infant formula is intended as a replacement to breast-milk when a mother does not breastfeed. Deciding not to breast-feed could reduce the supply of breast-milk. Once breast-milk is reduced, it can be difficult to re-establish. Infant formula should be prepared and used only as directed. Incorrect use of infant formula can present a health hazard, an example can be: use of unboiled water, unboiled bottles or incorrect dilution. Please consider social and financial implications, such as the cost of providing formula until 12 months of age.

By clicking "Understand", you confirm your understanding that Nutrigo is supplying this information for educational or informational purposes.



Ocean Road Organics (Ocean Road Organics infant formula 1, 2, 3)

Important Information

Breastfeeding is best for babies as it contains the ideal nutrients and immunity protection to support healthy growth and development. It is best to consult with a health professional for advice prior to seeking alternative feeding solutions.

It's important for pregnant and breastfeeding mums to maintain good nutrition.

When considering bottle feeding, the partial or exclusive introduction may reduce the amount of breast milk supply, potentially making it difficult to re-establish should you decide to reverse the decision. Financial and social implications are to be considered before proceeding with the use of infant formula.

When using infant formula, follow the feeding guide and preparation directions carefully. Improper use or incorrect preparation of infant formula can make your baby ill.

By clicking the "I Agree" button, you are confirming that information about Ocean Road Dairies Infant Formula on this site, is provided for educational purposes only. This information should not be substituted as medical advice.

Oli (Oli formula and toddler drink 0–3 and general powdered supplement)

Supporting Choices for Mums

If you are able, breastfeeding is best. It provides all the nutritional health benefit as Mother Nature intended. In readying for and during breastfeeding, it's important Mums eat a healthy, balanced diet.

If you are considering bottle feeding, seek professional medical advice first. Introducing bottle feeding either partially or exclusively, may reduce the supply of your own breast milk, which makes reversing the decision not to breast feed difficult. Also consider the social and financial implications, such as convenience and cost over time.

When using infant formula, always follow the instructions for use carefully, unnecessary or improper use may make your baby ill.

Information about Oli6 and other products is for educational and informational purposes only, if you would like to proceed, click "I understand".

Tell me more about the benefits of breast milk.



Optigold (Infant formula 1, 2, 3) There are two pop-ups on this site

#1 MAIF AGREEMENT

Benefits of breastmilk

Please read and agree before continuing to our OptiGold site.

Breastfeeding is best for babies. Breastmilk contains all the nutrients and antibodies needed for the growth and development of your baby. It is important to maintain good nutrition in preparation for and during breastfeeding.

Infant formula is designed to assist infants when breastmilk is not available. When considering infant formula, always seek advice from your Healthcare Professional as breastfeeding can be negatively affected if partial bottle feeding is introduced such as a reduction in breastmilk supply and reversing the decision may be difficult.

Infant formula must be prepared and used as per instructions. Improper use of infant formula such as a change in proportion size unless otherwise advised on medical advice. Not properly sterilising equipment or properly boiling water can make your baby ill. Consider all financial and social implications when choosing an alternative feeding method for your baby.

By clicking 'I accept' you are confirming you have read and understood the above information and wish to proceed to our infant formula products and their information for educational purposes.

#2 IMPORTANT STATEMENT BENEFITS OF BREAST MILK

Please read and agree before continuing to our Optigold site.

Breastfeeding is best for babies. Breast milk contains all the nutrients and antibodies needed for the growth and development of your baby. It is important to maintain good nutrition in preparation for and during breastfeeding.

Infant formula is designed to assist infants when breast milk is not available. When considering infant formula, always seek advice from your Healthcare professional as breastfeeding can be negatively affected if partial bottle feeding is introduced such as reduction in breast milk supply and reversing the decision may be difficult.

Infant formula must be prepared and used as per instructions. Improper use of infant formula such as change in proportion size unless otherwise advised on medical advice. Not properly sterilising equipment or properly boiling water can make your baby ill. Consider all financial and social implications when choosing an alternative feeding method for your baby.

By clicking 'I accept' you are confirming you have read and understood the above information and wish to proceed to our Infant formula products and their information for educational purposes.



Perrigo (Generic formulas for your own branding)

There are no pop-ups on this site

S-26 Alula (S-26 Alula formula and toddler drink 0–3 and SMA Infacare Comfort formula 0–3 and older)

Welcome to Me and My Child

Supporting generations of mums and their choices

Please read before continuing to our site.

If you are able, breastfeeding is best for babies. It has benefits for both the mother and the infant, such as protection against illness. It is important to have a healthy balanced diet in preparation for, and during breastfeeding.

Infant formula is designed to replace breast milk when an infant is not breastfed. Breastfeeding can be negatively affected by introducing partial bottle-feeding, and reversing a decision not to breastfeed is difficult.

Infant formula must be prepared and used as directed. Unnecessary or improper use of infant formula, such as not properly boiling water or sterilising feeding equipment, may make your baby ill. When selecting a method of infant feeding, financial and social implications should be considered.

Please consult your healthcare professional if you have any concerns about feeding your baby.

By clicking 'I Understand' you are confirming you have read and understood the information above and will proceed directly to information about infant feeding, including Alula S-26 products, for educational purposes.

Shegoa Karilac (Sheep and goats milk infant formula and toddler drinks 1–3)

There are no pop-ups on this site.

Similac (Similac formula and toddler drink 0–3, Pediasure, Elecare. Available online to Australian customers)

There are no pop-ups on this site



Sprout Organic (Plant-based infant formula 0–3, matching product logo stuffed animals, bottles, teats, shake maker)

Supporting Choices for Mums

Before you enter, please read this Important Message:

For mums who are able, breastfeeding is best for babies. It delivers many benefits for both mum and baby and contains all the nutrients your little one needs to thrive. Maintaining a healthy diet during pregnancy and while breastfeeding is also important.

Please consult a health professional for appropriate feeding advice and support. Deciding to use formula either partially or exclusively may reduce your breast milk supply, and reversing this decision may be difficult. Please also consider the financial and social implications when deciding on a feeding method for your baby.

When preparing infant formula, always follow the feeding guide and directions carefully as improper use of incorrect preparation can make your baby unwell.

Information about Sprout Organic's formula range on this website is for educational and information purposes only. If you would like to proceed, please click "I Understand".

Uganic and Goldcare+ formula (Infant formula 1, 2, 3)

There are no pop-ups on this site because there is no website for either

Nurtura (Baby Formula | Certified Organic & Australian Made | Nutura Organic)

There are no pop-ups on this site



Appendix 3

Social Engineering – List of organisations and products reported to BAA

Abbott Australasia Ltd	BioGaia	emileehembrow
abc.net.au	Biostime Nutrition Australia	Eonian Care
Always Playtime	Blossom	Fatherly.com.au
Amazon	Bluey Bingo Baby and Mini Bluey	Fed is Best Foundation
Amcal Chemist	Bonds clothing	Fess
Amplifon	Boobie Bikkies	Flora & Fauna
Anko	Breastfeeding Mama Talk	Forbidden Foods
Ardo	breastfeedingteaco.com	Formula Fed Babies Australia
Artsana	Bright Star Kids	Franjo's Kitchen
ashleyklemieux	Britax	Free Samples Australia
ASKO Australia	Bubs	From the Memo
Australian Breastfeeding Association	Bugaboo prams	Fudgey Pants
Australian Red Cross	BUPA	Funchfood
Baby Bilby	Buy from the Bush	Futurity Investment Group
Baby Bunting	CDC	Gabby's Doll House
Baby Chick	Cheraby	G'day
Baby Pillow Pal	Cherub Baby	Give Back
Baby Talk Socks	CMC Gold	Global. The Probiotics Institute
Baby Brezza	Coles	Glow Baby Registry
Babycenter.com.au	Colgate Toothpaste	GlowDreaming.com
Babycentre.co.uk	Commonwealth Bank	GlowAmazon
BabyHeart	Cosy	H & M Clothing
Babyroad	cosybaby.com.au	haakaa
Baby's Luxury Lane	Crofton	Happiest Baby
Babysleepdr	Crunchy Mama	health.harvard.edu
Beautiful Breastfeeding	Curapox	Healthy Mums Australia
Bedhead Hats	Danone	Heorshe
Bega Cheese/Bega Nutritionals	Deakin University	Her View from Home
Bega Cheese/Bega Nutritionals	Department of Health	Hevea
Bellamys	Ebay	Hey Milestone
Best & Less	ECO by Naty	Heymamasgroup
Bibs	Elevit/Bayer	Hire for Baby
Bill Gates	Elvie	Honey.nine.com.au
Huggies	Midwife Cath	Nature One Dairy
Humans of Tumblr	Midwife Alex	NCT.org.uk
I Love Being a Mom Club	Milk and cookies by Jewels	NCVI Baby Products
Ikea	Milkbar Breastpumps	Nestlé
imamom@be	Milky Me	Netflix
In Shape Mummy	Milky Mothers	Newborn Baby Dolls
Influenta.com	Milky Norks	Newbornbaby.com
inshapemummy	Milkybusinesslactation	NHMRC
Jamestrong precision packaging	Milkygoodness.com.au	Nice Pak Products
Jason Owens	Milkymate	Nourishing Joy
Julia-newborn mothers	Milkymothers	NSW Health
Millpond Child Sleep Clinic	NSW Nurses and Midwives' Association	Junobie
Milton	Nuk	Karitane
Minbie	Nurture Parenting	Kiddie Co
Missta	Nutura	Kids Eat in Color
Mitcham Pte Hospital	OK! Magazine UK	Kidspot
Momcozy	onefinebaby.com.au	Kiindred_Official
Momjunction Parenting Tips	Optivance	KJ Essentials for Baby
Mommy's Ark	Oxfam	Kmart



Mommy's Bliss	Parenting.firstcry.com	L Newborn
Mon Lait	Parents.com	Lactation chat
Mothersmylk.co	PatPat Australia	Little Ones
Motherly	Peach & Pumpkin	Little.Luxe.Lane
Mother Nourish Nurture	Peachymama	Make Me Iconic
Mouths of Mums	Peek-A-Boo Group	Mamaway
Multi-Mam Australia	Perdays	Mamamia
Mum Central	Perigo	Mama's Milk
Mumamoo	Peter Rabbit	Mamas milk bar
Mumilk	Philips Avent	Maternal Essentials
Mumsandproud	Pinky's Boobie Foods	Medela
mutsy.com	PiyushYamini	Medium.com
My Teddy	Play Nourish Thrive	Melbourne Museum
Naomi Campbell	Portable Bottle Warmer PRO	PostJournal
Spectra Baby Aust.	Tresillian	Pregnancy Nutrition Research
Sprout	Tupperware	Pregnancy Babies and Children's Expo
Suboproducts	Tutu Irresistible Boutique	Pregnancy Guide
Suckle	twoaussiedoctors	Pregnancy-Pillowshop
Sydney Trend shop	UCSF Benioff Children's Hospital/Home	Priceline Aust
T2tea	Unknown	Purebaby.com.au
TakingCaraBabies	Up All Night – program	Qiara
TathraStrong	Verywellfamily	QKED.org
taying_home	Vox	QLD DoH
tellmebaby.com.au	Waverley Pte Hospital	Queensland Health
Teva Pharmaceutical Ind.	wellnessmama.com	QUT.
The Baby Store AUS	Wentworth Healthcare	Raisingchildren.net.au
The Beanies	What To Expect	Red Cross
The Breastfeeding Tea Co	Woolworths	Rest Superannuation – 'Solving the Gender Gap'
The Breastfeeding Tea Co	Yourformulafriend	Riff Raff
The Breastmilk Queen	Yummy Mummy Food Co	Rochilou
The Bump	Ziff Davis, Inc	sarcasm_only
The Conversation	Scary Mommy	The Gentle Sleep Book
Seek	The Milk Collective	Shannon Niernber
The Social Soup Fam	Shenzen Root E-Commerce Co., Ltd.	the.baby.dietician
Shopping Centre	the.peaceful.sleeper	Simple Ideas
the_edras	Sky News	thebump.com
Sleep Tight Babies	thecareclub.store	Snap Shades
thelabormama	Snoo	thempoweredmama
Snuggle Hunny Kids	Tilly and Peach	Social Soup
Tiny Harlow	socialnupur	Tiny Hearts Education
Solid Starts	Tommee Tippee	South East Lactation consulting
Toofy.com.au		



Appendix 4

MAIF Signatories and their products

COMPANY NAME	BRAND/S
Abbott Australasia Pty Ltd	Similac infant formula and toddler drink 0-3, Pediasure
Aspen Pharmacare Pty Ltd	Infant formula and toddler drink 0-3, Elevit, and pregnancy and breastfeeding supplements
Australian Dairy Nutritionals Limited	Ocean Road Organics infant formula and toddler drink 1, 2, 3
Australian Dairy Park Pty Ltd	Oz Farm infant formula and toddler drink 1, 2, 3, growing up milk and pregnancy formula
Bayer Australia Ltd	Novalac infant formula and toddler drink 1, 2, 3, Elevit
Bellamy's Organic	Infant formula and toddler drink 1, 2, 3 (0-3 years), solids labelled 4+ months
H & H Group	Biostime 1, 2, 3 (0-3 years) and 4 years + supplements and probiotics
Bega Nutritionals	Happi infant formula and toddler drink 1, 2, 3 (0-3 years) and Bovine Lactoferrin supplements
The Infant Food Co. Pty Limited	Bubs 1, 2, 3 (0-3 years) and 4 years + pouches of solids foods labelled 4+ and 6+ months
The LittleOak Company	Infant formula and Toddler drink 1, 2, 3 (0-3 years)
Max Biocare	Little Étoile Infant formula 0-36 months and Little Étoile 4 (2-6 years)
Nature One Dairy Pty Ltd	Nature 1, Premium, AU-12, Suregrow, Dr Colostrum 0-3 and 4+ (all ranges)
Nestlé Australia Ltd	NAN infant formula 0-3, probiotics, NAN Care
Nuchev Limited	Oli formula and toddler drink 0-3 and general powdered supplement
Nutricia Australia Pty Ltd	Aptamil Infant formula and toddler drink 0-3, feed thickener, products for older children 3-5 and 6-10 (Danone)
Sanulac Nutritionals Australia Pty Ltd	S-26 Alula formula and toddler drink 0-3 and SMA Infacare Comfort formula 0-3 and older
Spring Sheep Milk Co	Gentle sheep formula and toddler drink 0-3
Sprout Organic	Plant-based infant formula 0-3, matching product logo stuffed animals, bottles, teats, shake maker
The a2 Milk Company Ltd	A2 infant formula and toddler drink 0-3 and other milk products
Wattle Health Australia Limited	Uganic infant formula 1, 2, 3
Zuru Edge	Haven infant formula and toddler drink A2 1, 2, 3 (0-3 years)



References

1. World Health Organization (WHO). (1981). *International code of marketing of breast-milk substitutes*. World Health Organization. <https://apps.who.int/iris/handle/10665/40382>
2. Clark, D. L. (2017). Avoiding conflict of interest in the field of infant and young child nutrition: better late than never. *World Nutrition*, 8(2), 284–287.
3. Lawrence, R. A., & Lawrence, R. M. (2011). *Breastfeeding: A guide for the medical profession* (7th ed.). Mosby/Elsevier.
4. Oxford Languages and Google - English | Oxford Languages. (2022). <https://languages.oup.com/google-dictionary-en/>
5. Department of Health. *Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement 1992* (MAIF Agreement). <https://www.accc.gov.au/system/files/public-registers/documents/D15%2B143530.pdf>
6. House of Representatives Standing Committee on Health and Ageing (2008). *The Best Start: Report on the inquiry into the health benefits of breastfeeding*. https://www.aph.gov.au/Parliamentary_Business/Committees/House_of_Representatives_Committees?url=haa/breastfeeding/report/fullreport.pdf



Breastfeeding Advocacy Australia

PROTECT | PROMOTE | SUPPORT

ACN 637 390 295

BREASTFEEDING ADVOCACY AUSTRALIA

Email: breastfeedingadvocacyaustralia@gmail.com

Website: breastfeedingadvocacyaustralia.org

Facebook: facebook.com/groups/BreastfeedingAdvocacyAustralia

Instagram: instagram.com/breastfeedingadvocacyaustralia

Twitter: twitter.com/advocacybaa

Breastfeeding Advocacy Australia's mother support group



NURTURING MOTHERS

Email: nurturingmothersbaa@gmail.com

Facebook page: facebook.com/NurturingMothersBreastfeedingAdvocacyAustralia

BAA Member-only Facebook group: facebook.com/groups/nmbaam2m

Instagram: instagram.com/nurturingmothersaustralia