
STATUTORY INSTRUMENTS

1995 No. 77

The Infant Formula and Follow-on Formula Regulations 1995

Restrictions on advertising of infant formulae

17.—(1) No person shall publish or display any advertisement for an infant formula—

(a) except—

(i) in a publication specialising in baby care and distributed only through the health care system;

(ii) in a scientific publication; or

(iii) for the purposes of trade prior to the retail stage, in a publication of which the intended readership is other than the general public; and

(b) which does not comply with the requirements, prohibitions and restrictions relating to labelling contained in regulations 13(1)(h), (2) and (3) and 15.

(2) An advertisement for an infant formula shall contain only information of a scientific and factual nature. Such information shall not imply or seek to create a belief that bottle-feeding is equivalent or superior to breast-feeding.