
STATUTORY RULES OF NORTHERN IRELAND

2007 No. 506

**The Infant Formula and Follow-on Formula
Regulations (Northern Ireland) 2007**

Restrictions on advertising infant formula

- 21.—**(1) A person shall not advertise infant formula—
- (a) except—
 - (i) in a scientific publication, or
 - (ii) 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) unless the advertisement complies with the provisions of regulation 17(1)(e), (2), (3) and (4), regulation 19 and paragraphs (2) and (3).
- (2) Advertisements for infant formula shall only contain information of a scientific and factual nature.
- (3) Information in advertisements for infant formula shall not imply or create a belief that bottle-feeding is equivalent or superior to breast feeding.