
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.