
STATUTORY INSTRUMENTS

2007 No. 3521

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

Restrictions on promotion of infant formula

23.—(1) No person shall at any place where any infant formula is sold by retail—

- (a) advertise any infant formula;
- (b) make any special display of an infant formula designed to promote sales;
- (c) give away—
 - (i) any infant formula as a free sample, or
 - (ii) any coupon which may be used to purchase an infant formula at a discount;
- (d) promote the sale of an infant formula by means of premiums, special sales, loss-leaders or tie-in sales; or
- (e) undertake any other promotional activity to induce the sale of an infant formula.

(2) No manufacturer or distributor of any infant formula shall provide for promotional purposes any infant formula free or at a reduced or discounted price, or any gift designed to promote the sale of an infant formula, to—

- (a) the general public;
- (b) pregnant women;
- (c) mothers; or
- (d) members of the families of persons mentioned in sub-paragraphs(b) and (c),

either directly, or indirectly through the health care system or health workers.