STATUTORY INSTRUMENTS

2007 No. 3521

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

Provision of informational and educational material dealing with the feeding of infants

24.—(1) No person shall produce or publish any informational or educational material, whether written or audiovisual, dealing with the feeding of infants and intended to reach pregnant women and mothers of infants and young children, unless that material includes clear information on all the following points—

    (a) the benefits and superiority of breast-feeding;

    (b) maternal nutrition;

    (c) the preparation for and the maintenance of breast-feeding;

    (d) the possible negative effect on breast-feeding of introducing partial bottle-feeding;

    (e) the difficulty of reversing the decision not to breast-feed; and

    (f) where needed, the proper use of an infant formula.

(2) When the material referred to in paragraph (1) contains information about the use of an infant formula it shall include information about—

    (a) the social and financial implications of its use;

    (b) the health hazards of inappropriate foods or feeding methods; and

    (c) the health hazards of improper use of infant formula.

(3) When the material referred to in paragraph (1) contains information about the use of an infant formula it shall not use any pictures which may idealise the use of infant formula.

(4) No manufacturer or distributor of an infant formula shall make a donation of any informational or educational equipment or materials except in accordance with the following conditions—

    (a) the donation shall be made following a request by the intended recipient;

    (b) the donation shall be made with the written authority of the Secretary of State or in accordance with guidelines drawn up by the Secretary of State;

    (c) the equipment and materials shall not be marked or labelled with the name of a proprietary brand of infant formula; and

    (d) the equipment or materials shall be distributed only through the health care system.