Come to the Nestlé demo

Nestlé (UK) Head Office St. George's House Croydon CR9 1NR



11:00 - 12:00 Saturday 19 May 2012

Baby Milk Action and other Nestlé boycott supporters will be holding a demonstration at Nestlé (UK) Head Office to protest at the way this company promotes artificial infant feeding around the world, breaking marketing requirements adopted by the World Health Assembly.

Nestlé profits while others pay the costs.

- According to UNICEF: "Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year."
- Where supplies of water are unsafe, a bottle-fed baby is up to 25 times more likely to die as a result of diarrhoea than a breastfed baby.
- Breastfeeding is the best start in life but Nestlé aggressively markets its baby milk, claiming it "protects" babies, undermining breastfeeding and putting its own profits before health.

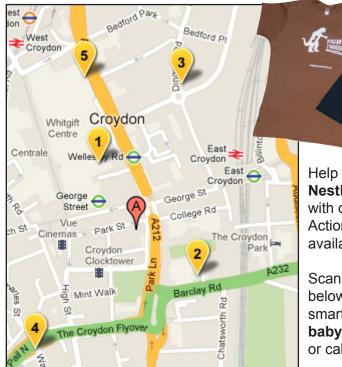
It does not have to be this way. Join us and other campaigners to demonstrate for ethical marketing. This is a good-natured event suitable for the whole family.

Stop bottle baby deaths

STOP PRESS: Nestlé has just bought Wyeth from Pfizer. Wyeth makes the SMA brand of formula and so this gives Nestlé a presence in the UK market. Nestlé aims to be the largest player in any market it enters, so we need to be alert. In countries without strong laws competition between Nestlé and Danone (maker of Cow and Gate and Aptamil brands) has seen increasingly aggressive marketing practices being used.

How to get to Nestlé:

There are frequent trains from Victoria to East Croydon station. From the station turn right onto George Street and walk to the junction with Park Lane. Turn left. St. George's House is on the right.



Help to "Fight the Nestlé Monster" with one of Baby Milk Action's new t-shirts, available for £12.00.

Scan the OCR code below with your smartphone, visit **babymilkaction.org** or call 01223 464420.

A: Nestlé.

www.ncp.co.uk/find-a-car-park

Car parks: 1 - Allders, 2 - Fairfield Halls, 3 - Dingwall Road,

4 - Wandle, 5 - Witgift

For further information and travel details, scan the OCR code (right) with your smart phone or visit our website page: http://info.babymilkaction.org/nestledemonstration

Baby Milk Action, 34 Trumptington Stree, Cambridge, CB2 1QY



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