



**Here are 10 facts Nestlé executives do not want you to know. You can help call them to account.**

1. Nestlé pushes baby milk around the world in ways that break internationally agreed marketing standards.
2. Nestlé's marketing strategies undermine breastfeeding. For example, it claims its formula will 'protect' babies. In reality, babies fed on formula are more likely to become sick than breastfed babies and, in conditions of poverty, more likely to die. Nestlé refuses to stop this strategy.
3. Nestlé also puts babies who are fed on formula at unnecessary extra risk. It refuses to warn on labels that powdered formula is not sterile and explain the simple steps to follow to kill any bacteria that may be in the powder.
4. Nestlé claims that it abides by the *International Code of Marketing of Breastmilk Substitutes* adopted by the World Health Assembly. The Assembly is the world's highest health policy setting body. However, Nestlé's own policies are much weaker. For example, Nestlé's policies allow it to advertise formula brands on television, even in countries where there is poor sanitation and higher infant mortality.
5. The International Baby Food Action Network (IBFAN) last three-yearly *Breaking the Rules* monitoring report in 2010 documented examples of violations from around the world. The report contains many examples of Nestlé's aggressive promotion of formula and inappropriate marketing of baby foods. Nestlé executives said they would act on just 3% of the cases highlighted.
6. Nestlé violates the *International Code* and other Resolutions of the World Health Assembly more than any other company. The aim of these measures is to ensure that mothers are not discouraged from breastfeeding and that breastmilk substitutes are used safely if needed. UNICEF says: "Improved breastfeeding practices and reduction of artificial feeding could save an estimated 1.5 million children a year."
7. Nestlé drives down standards for the baby food industry as a whole. For example, in 2007 its competitors tried unsuccessfully to stop it advertising infant formula in shops in South Africa.
8. Nestlé is the most boycotted company in the UK and one of the four most boycotted companies on the planet. Nestlé's Public Affairs Manager has admitted Nestlé is "widely boycotted". Nestlé has rejected a four-point plan from Baby Milk Action that would save babies' lives and ultimately lead to the end of the boycott.
9. The boycott helps to force changes. For example, Nestlé dropped the claim that its formula is "The new 'Gold Standard' in infant nutrition" after this was targeted by Baby Milk Action. Demonstrations have also prompted Nestlé to change its policies.
10. Nestlé's baby milk marketing is just one issue. Other experts are campaigning about Nestlé's treatment of coffee and dairy farmers, abuse of trade union rights, its exploitation of water resources, concerns about child slavery and labour in its cocoa supply chain and other issues.



For further information, visit the website or scan the code with a smartphone:

[babymilkaction.org/monster](http://babymilkaction.org/monster)

**Nestlé makes a profit while others count the cost.**