





**'Order of Marketing of Formulated Food for Infant and Young Child' Violations in Myanmar**



- Myanmar has adopted the International Code of Marketing Breast Milk Substitutes and adapted it into the 'Order of Marketing of Formulated Food for Infant and Young Child'.
- Formula companies and distributors are violating the 'Order' in Myanmar.
- The following sample of violations were collected in Yangon during a Training of Trainers (ToT) on the Order supported by the SUN Civil Society Alliance (December 2015)


**In supermarkets, minimarts, local markets and baby shops...**


Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Capital Hyper Mart (Aung San Stadium)	Dutch Lady Milk Industries	Dutch Baby	Follow-on formula	<p>Dutch Baby is promoting its product with <b>health claims</b>: "Supports brain, bone and muscular development" &amp; "Nutri Plan-iron, protein, DHA and calcium"</p> <p>Chapter 3 Art: 5(c 1), Label shall not contain "any medicinal, health or nutritional claims with regard to any nutrients or substance that is the essential composition or any ingredients, additives added or any statement with similar meaning"</p> <p>Chapter 3 Art: 5(c 3), Label "shall not contain "the terms 'best food for your baby', best for your baby's brain', or similar terms;"</p>	

Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Ruby Mart & Super One	Abbott	Similac	Infant formula	<p>Abbott is using <b>health claims</b> to promote its products: “DHA supports brain and eye development”</p> <p>In Chapter 3 Art: 5(c 3), Label “shall not contain the terms ‘best food for your baby’, best for your baby’s brain’, or similar terms;”</p>	
Happiness Baby Shop (Aung San Stadium)	Abbott	Total Comfort	Follow on formula	<p>Abbott is using <b>discounts</b> to promote their products:</p> <p>Chapter 9 Art: 9(b) of the Order prohibits “promotional practices include discount, discount coupons, gift, lucky-draw, and kinds of incentives for consumers”.</p> <p>Total Comfort labeling is in <b>Chinese and English language only.</b></p> <p>In Chapter 3 Art: 5(b 2), “Label shall be in Myanmar language”.</p>	



Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Ruby Mart	Camera	Camera	Nipples and Accessory feeding utensils	<p>Camera is using <b>images of babies...</b></p> <p>Chapter 3 Art: 5(c 4), Label “shall not contain pictures of pregnant mother, fetus, infant, young child, lactating mother or family”.</p> <p>And <b>health claims</b> to promote its products</p> <p>“Safest for baby”</p> <p>Chapter 3 Art: 5(c 3), Label “shall not contain “the terms ‘best food for your baby’, best for your baby’s brain’, or similar terms;”</p>	


Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Ruby Mart	Unknown (Chinese label)	Unknown (Chinese label)	Nipple (Accessory feeding utensil)	<p>This company is using <b>images of babies</b> to promote its products:</p> <p>Chapter 3 Art: 5(c 4), Label “shall not contain pictures of pregnant mother, fetus, infant, young child, lactating mother or family”.</p> <p>Nipple package is in <b>Chinese and English language only.</b></p> <p>In Chapter 3 Art: 5(b 2), “Label shall be in Myanmar language”.</p>	
Ruby Mart & Super One	Dumex	Dulac	Infant formula	<p>Dumex is using <b>health claims</b> to promote Dulac:</p> <p>“DHA, AA, 5A, etc.: ” ... “for cheerful child”</p> <p>Chapter 3 Art: 5c(1), Label shall not contain “any medicinal, health or nutritional claims with regard to any nutrients or substance that is the essential composition or any ingredients, additives added or any statement with similar meaning”</p> <p>Chapter 3 Art: 5(c 3), Label “shall not contain “the terms ‘best food for your baby’, best for your baby’s brain’, or similar terms;”</p>	

Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Capital Hyper Mart (Aung San Stadium)	Morinaga	Chil.Kid	Follow on formula	<p>Morinaga is using <b><u>pictures of infants and children</u></b> to promote its products:</p> <p>In Chapter 3 Art: 5(c 4), Label “shall not contain pictures of pregnant mother, fetus, infant, young child, lactating mother or family”.</p> <p><b><u>Labels are not in Myanmar language:</u></b></p> <p>Chapter 3 Art: 5(b 2), “Label shall be in Myanmar language”.</p>	


Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
New Bogyoke Market	Nestle	Lactogen	Infant formula and follow on formula	<p>Nestle is using <b>special displays</b> to promote Lactogen:</p> <p>Chapter 4 Art: 9(a)</p> <p>“Order shall prohibit... point-of-sale advertising, competition, display, luring, encouraging, advising, enticing or any other promotion device to induce sales directly or indirectly to the consumer at the retail level”.</p> <p><i>* Note the special display is for Lactogen 3 (for children over-two years of age), but Lactogen 1 and Lactogen 2 are being displayed there.</i></p>	




Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Super One	Nestle	Lactogen	Infant formula	<p>Nestle is using <b>health claims</b> to promote its products:</p> <p>Label reads: <i>“Nutrients contained in Lactogen I support growth and development. Lactogen I with Gentle Start contains L.Comfortis (Lactobacillus reuteri), a friendly probiotic culture which acts as a real “Feel Good Factor”. L.Comfortis supports your baby’s immature digestive system and helps to reduce discomfort in tummy.”</i></p> <p>Chapter 3 Art: 5c(1), Label shall not contain “any medicinal, health or nutritional claims with regard to any nutrients or substance that is the essential composition or any ingredients, additives added or any statement with similar meaning”</p>	
Ruby Mart	Nestle	Cerelac	Complementary food	<p>Nestle Cerelac label can become separated from the container.</p> <p>Chapter 3 Art: 5c(2), Label “shall not readily become separated from the container.”</p>	


Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Capital Hyper Mart (Aung San Stadium)	Nestle	Lactogen	Infant formula	<p>Label on Lactogen package is in a small font less than 1 mm height.</p> <p>Chapter 3 Art: 5 (b 3), Label "shall be written not less than 1 mm height for the smallest letter."</p>	



Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Ruby Mart & Capital Hyper Mart (Aung San Stadium)	Ninolac	Ninolac	Complementary food	Ninolac label is not in Myanmar language: Chapter 3 Art: 5(b 2), “Label shall be in Myanmar language”.	

While the following marketing practices do not specifically violate the Myanmar 'Order', they are unethical...

Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Ruby Mart	Abbott	Similac	Follow on formula	<p>Abbott is advertising Similac <u>using billboards</u> in public places:</p> <p>Chapter 4 Art: 9(g)</p> <p>Prohibits “directly or indirectly promoting sales, advertising, communication to the general public through...bill board, street banner, advertisement flag, etc.”</p> <p>Although the specific product being advertised is for children over-2 years of age, the product name “Similac” is synonymous with infant and follow-on formula. This is confusing for caregivers.</p>	

Location	Brand	Product	Type of Product	Type of Violation/ Article Violated	Photo record
Ruby Mart	Nestle	Cerelac	Follow on formula	<p>Nestle is <b>giving presents and using a special display</b> in retail outlets to promote Cerelac (for children over-2 years):</p> <p>Chapter 4 Art: 9 (a), Prohibits “point-of-sale advertising, competition, display, luring, encouraging, advising, enticing or any other promotion device to induce sales directly or indirectly to the consumer at the retail level”.</p> <p>Chapter 4 Art: 9 (b), Prohibits “promotional practices include discount, discount coupons, gift, lucky-draw, and kinds of incentives for consumers”.</p> <p>Although the specific product being advertised is for children over-2 years of age, the company name “Nestle” is synonymous with infant and follow-on formula. This is confusing for caregivers.</p>	

**Shops and markets visited during the ToT:**

- Capital Hyper Mart (Aung San Stadium)
- Happiness Baby Store (Aung San Stadium)
- Ruby Mart
- City express shop
- New Bogyoke market
- Super One (near Bogyoke market)

**Companies violating the 'Order' in Myanmar include:**

- Abbott (Similac, Isomil, Total comfort)
- Nestle (Lactogen, Cerelac)
- Dumex (Dulac)
- Ninolac
- Dutch Lady Milk Industries (Dutch Baby)
- Morinaga (Chil.Kid, Chil.Mil)
- Camera (Nipples and accessory feeding utensils)