

CODEX ALIMENTARIUS COMMISSION



Food and Agriculture
Organization of the
United Nations



World Health
Organization

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JOINT FAO/WHO FOOD STANDARDS PROGRAMME CODEX COMMITTEE ON NUTRITION AND FOODS FOR SPECIAL DIETARY USES

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PROPOSAL TO BE CONSIDERED BY THE DELAGATES

9.6 Additional Labelling Requirements

9.6.1 The label of [name of product] for young children shall have no image, text or representation, including pictures of feeding bottles, that could undermine or discourage breastfeeding or which idealises the use of [name of product] for young children. The terms 'humanized', 'maternalized' or other similar terms must not be used on the label.

9.6.2 Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points:

a) the statement "Breast-milk is the best food for your young child, and you should continue to breastfeed."

OR

a) the statement "Breastfeeding is recommended up to two years and beyond."

b) a statement that the mother/caregiver should seek advice of a health worker on proper feeding of the young child.

9.6.3 The label shall have no pictures of infants, older infants, young children and women or any other picture, text, or representation that:

9.6.3.1 undermines or discourages breastfeeding; or that makes a comparison to breast-milk, or suggests that the product is similar, equivalent to or superior to breast-milk;

9.6.3.2 might convey an endorsement or anything that may be construed as an endorsement by a professional or any other body, unless this has been specifically approved by relevant national or regional regulatory authorities

9.6.4 [Name of product] for young children shall be distinctly labelled in such a way as to avoid any risk of confusion with infant formula, follow-up formula for older infants, and formula for special medical purposes intended for infants, in particular as to the text, images and colors used, to enable consumers to make a clear distinction between them.

9.6.5 The labelling of [Name of product] for young children shall not refer to infant formula, follow-up formula for older infants, or formula for special medical purposes intended for infants, including numbers, text, statements, or images of these products.