

MAIF Complaints Committee's interpretation of the MAIF Agreement related to Clause 5(a): The general public and parents and/or carers (including information provided to retailers)

Overall Principles

1. The purpose of these guidelines is to support the interpretation of the MAIF Agreement.
2. These guidelines are to be read with the aim of the MAIF Agreement in mind and as an overarching principle: that is, to contribute to the safe and adequate nutrition for infants, by the protection and promotion of breastfeeding and by ensuring the proper use of breast milk substitutes, when they are necessary, on the basis of adequate information and through appropriate distribution.

Provision of information to the general public

3. Existing or new infant formula products should not be 'announced' to the general public. Communicating information that is factual and not promotional about changes to formulations is permitted.
4. When an infant formula manufacturer provides information to the general public a product with the same name as an infant formula, the product name should be followed either by the range name (e.g. toiletries) or the specific product (e.g. baby powder). Generalised terms such as 'Brand X Baby Care Products' or 'Brand X, Best for Baby', should not be used where Brand X is the name of an infant formula.
5. Slogans which could imply that feeding a baby the product would be better than breastfeeding should not be used – for example 'Every baby deserves the best' or 'A little extra something' However, slogans which clearly and distinctly compare infant formula products may be acceptable.
6. Free samples should not be provided by manufacturers except at the request of a qualified health professional for the purposes of professional evaluation

Changes and updates to infant formula

7. For parents who have already made the decision to formula feed, the following information about infant formula should be accessible, subject to the following:
 - Information to be presented in a way that is easy to understand and objective.
 - Announcements regarding changes to availability of infant formulas are acceptable, but only on a one-off basis and not repetitive in nature.
 - The information may include important label changes. Information on a "new look" label or a branding refresh are not permitted.
 - Important information may be sent directly to parents who have already provided their consent to be contacted.

- Such provisions of information should have no promotional content. There should be no slogans. Information should not promote or encourage use of formula;
- Pack shot size should be restricted to 4cm x 3cm for printed material, which in size, colour etc, must be relative to the other product depictions.

Retail stores

8. Information to retailers regarding visual merchandising is to be factually based and should not be a means of cross promoting other products in the brand or range.
9. Price tickets on the 'shelf-talkers' that simply advertises the price of the product, or the fact that it has a 'special' price are acceptable. The ticket may also state the saving to be made – e.g. 'Special. Save \$1'. Shelf tickets should have no content other than the price and the name of the product.
10. Posters, in-store radio announcements, e-catalogues and printed catalogues, online stores and magazine provision of information should only provide the price, the name of the product and a pack shot which in size, colour etc, must be relative to the other product depictions.
11. Products should be located in the appropriate aisle and not on display (i.e. large stacks of cans (gondola ends or shelf stacks) outside of the aisle.
12. Window displays, window stacks and pavement displays are not acceptable.
13. Care should be taken not to display infant formula products or the name of the product under generic slogans for a range of products, such as 'Everything that is best for baby'. There should be no price or product promotion by manufacturers or marketers of infant formula on radio, television, online streaming or any other electronic media, including social media. Online retail store price promotion information should only provide the price, the name of the product and a pack shot which in size, colour etc, and must be relative to the other product depictions. In addition to online retail stores:
 - Infant formula and follow-on formula products must not be linked or linkage suggested. For example, when viewing details for any product, infant formula or follow-on formula must not be displayed on the same page or pop up through "suggested for you" or similar means.