

Guidelines for Materials / Products to meet BFCI Requirements

If there is information on breastfeeding or infant feeding then it needs to be:

- Factual & current;
- Encourage exclusive breastfeeding to six months;
- Encourage that continuation of breastfeeding after the introduction of complementary foods (breastfeeding continues for up to two years of age or beyond); and
- Explain the importance of breastfeeding and benefits.

Any material must be free of (i.e. it should contain none of the following)

1. Samples/ offers/images/ advertising of breastmilk substitutes.
The definition of breastmilk substitute:
 - any newborn formula;
 - any soy or hypoallergenic formula;
 - any preterm formula;
 - any special formula; and
 - any follow-on or second-stage milk or formula.
2. Infant formula company logos, information-line or contact details.
3. Infant formula company education materials (e.g. fact sheets).
4. Samples/offers/images/advertising for teats &/or bottles.
5. Samples/offers/images/advertising for pacifiers.
6. Samples of food products.
7. Offers or samples for food or products to be taken by a baby prior to 6 months which interfere with exclusive breastfeeding (e.g. herbal teas, Gripe water, etc).