

	<b>TECHNICAL POLICIES</b>	<b>STATUS:</b>	<b>GUIDANCE</b>
<b>TITLE</b>	<b>Kraft Heinz charter for marketing breast-milk substitutes</b>		
<b>SCOPE</b>	Kraft Heinz infant formula and follow-on formula products		
<b>PURPOSE</b>			



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<b>TITLE</b>	<b>Kraft Heinz charter for marketing breast-milk substitutes</b>		
<b>SCOPE</b>	Kraft Heinz infant formula and follow-on formula products		
<b>PURPOSE</b>	To develop a worldwide charter of practice for marketing breast-milk substitutes consistent across Kraft Heinz Business Units		

infants and young children.

- Labeling and any other kind of communication (marketing materials) concerning of breast-milk substitutes as well as information and educational materials whether written, aural, audio, or visual, dealing with the feeding of infants shall not imply or create a belief that bottle-feeding is superior or equal to breast-feeding, nor discourage breast-feeding.
- Labeling and any other kind of communication concerning of breast-milk substitutes shall be in an appropriate language(s) and shall have a clear, conspicuous, easily readable and understandable message printed on it or on a label, which cannot readily become separated from it.
- Labeling and any other kind of communication concerning of breast-milk substitutes shall not include pictures of infants, nor include other pictures or text, which may idealize the use of the product.
- Labeling and any other kind of communication concerning of breast-milk substitutes shall bear, preceded by the words "Important Notice" or their equivalent, a statement concerning the superiority of breastfeeding.
- Labeling and any other kind of communication concerning of breast-milk substitutes shall bear instructions for appropriate preparation of the product and a warning against the health hazards of inappropriate use.
- The use of the terms "humanized", "maternalized", or similar terms shall be avoided.
- The labeling of follow-on formula, shall not contain pictures of infants and young children.

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