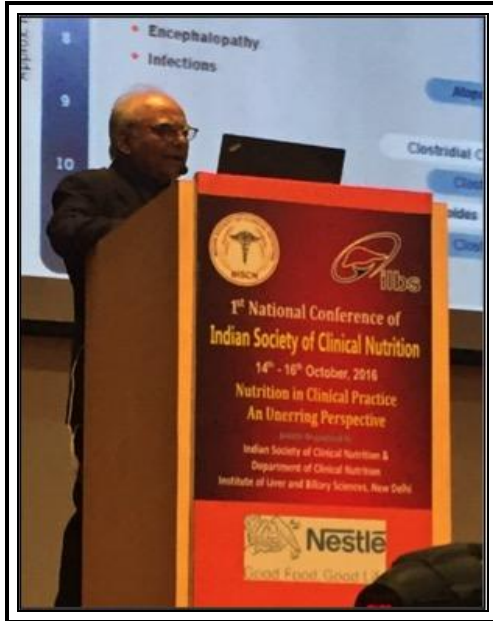


## Examples of promotion of Infant milk substitutes, Infant foods and Feeding bottles

Picture	Description	Year	Analysis
N1	Nestle sponsors a conference in the Institute of Liver and Biliary Sciences, New Delhi	2016	It violates Section 9 (1) and 9 (2) of the IMS Act. 9 (1): "No person who produces, supplies, distributes or sells infant milk substitutes or feeding bottles or infant foods shall offer or give, directly or indirectly, any financial inducements or gifts to a health worker or to any member of his family for the purpose of promoting the use of such substitutes or bottles or foods." 9 (2): "No producer, supplier or distributor referred to in sub-section (1), shall offer or give any contribution or pecuniary benefit to a health worker or any association of health workers, including funding of seminar, meeting, conferences, educational course, contest, fellowship, research work or sponsorship."
N2 N3	DISCOUNT on NESTLE Lactogen BY VSKART.in and CashKaro.com on Twitter	2016	It violates Section 4 (c) of the IMS Act which states: "No person shall offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles or infant foods."
N4	Discount on NESTLE Lactogen on SHOPCLUES.com	2016	It violates Section 4 (c) of the IMS Act which states: "No person shall offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles or infant foods."
D1 D2	Advertisement of infant milk substitute on the label of Danone Nutricia Farex infant formula	2016	It violates Section 3 (a) of the IMS Act which states: "No person shall advertise, or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes feeding bottles or infant foods".
MJ1 MJ2	Advertisement of formula milks on the container of Mead Johnson Enfamil A+ infant formula	2016	It violates Section 3 (a) of the IMS Act which states: "No person shall advertise, or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes feeding bottles or infant foods".
BLS1 BLS2	Advertisement of Lactose and Sucrose Free formula in the 'Indian Journal of Pediatrics', manufactured by 'British Life Sciences', an Indian company	2016	It violates Section 3 (a) of the IMS Act which states: "No person shall advertise, or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes feeding bottles or infant foods". Journal apologized and withdrew the advertisement in subsequent issues when BPNI issued a legal notice to it.

Picture No :- N1



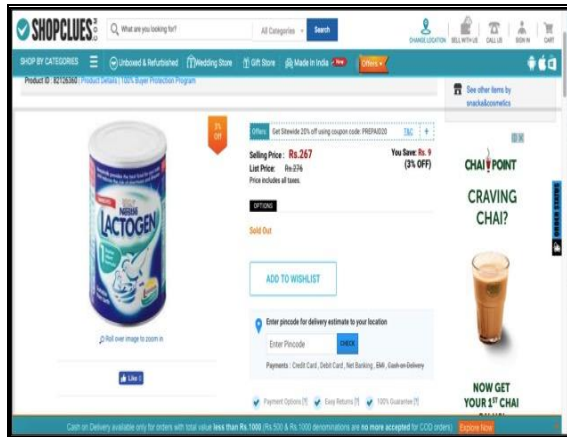
Picture No :- N2



Picture No :- N3



Picture No :- N4



Picture No :- D1



Picture No :- D2



Picture No :- MJ1



Picture No :- MJ1



Picture No :-BLS1

Indian Journal of Pediatrics, Volume 83—February, 2016

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- Contains 32 essential phytoflavonoids
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- Contains 32 essential phytoisochlorogenic acids
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