INTERNATIONAL CODE	MEXICAN RULES AND REGULATIONS
- International Code of Marketing of Breastmilk	I- Reglamento de la Ley General de Salud en materia de control
Substitutes, WHO, 1981;	sanitario de actividades, establecimientos, productos y servicios,
	México, 18 de enero, 1988, SSA. (General Regulation Health
- Resolutions WHA (WHA 39.28, 1986; WHA 45.34,	Law for sanitary control of activities, establishments, products
1992; 47.5, 1994; 49.15, 1996)	and services, Mexico, January, 1988, SSA)
	II- Norma oficial mexicana, NOM-131-SSA 1-1995, Bienes y
	Servicios. Alimentos para lactantes de corta edad. Disposiciones y
	especificaciones sanitarias y nutrimentales. (Official Mexican
×	Rule, NOM-131-SSA, Goods and Services. Foods for infant
	and young children. Sanitary and nutrimental regulations and
	specifications.)
4 g 8	III- Norma oficial mexicana para la atención de la mujer durante
	el embarazo, parto y puerperio y del recién nacido. Criterios y
	procedimientos para la prestación del servicio. NOM 007 SSA 2-
	1993. ACTUALIZADA en septiembre de 1999. (Official
	Mexican regulation to women during pregnancy, delivery,
4. · · · · · · · · · · · · · · · · · · ·	postpartum and newborn care. Procedures and criteria for the
	service administration. NOM 007 SSA 2-1973. UPDATED)
×	IV- Norma oficial mexicana NOM-086-SSA 1-1994. Bienes y
	Servicios. Alimentos y bebidas no alcohólicas con modificaciones
	en su composición. Especificaciones nutrimentales. (Official
	Mexican Rule, NOM-131-SSA, Goods and Services. Foods and
	non alcoholic drinks modified in its composition. Nutrimenta!
	specifications.)
	V- Reglamento de la Ley General de Salud en materia de
	publicidad, SSA, 4 de mayo, 2000. (Regulation of General
	Health Law in advertising matter, SSA, May, 4th, 2000)
т 4 _х	VI- Acuerdo de los Fabricantes y Distribuidores Mexicanos de
	Sucedáneos de la Leche Materna, 1991, 1995 y 2000 (National
	Board of Manufacturers and distributors of breastmilk
	substitutes agreements, 1991, 1995, 2000)
Scope of the Code: breastmilk substitutes, including	Scone of the above mentioned Delta and Delta the
infant formula; other milk products, foods and	
beverages, including bottle-fed complementary foods,	infant formula, weaning food (purees, cereals, juices)
when marketed or otherwise represented to be	
suitable, with or without modification, for use as a	
partial or total replacement of breast-milk; feeding	
bottles and teats.	
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ESENTIAL ORDERS	MEXICAN ORDERS CORRESPONDING TO INTERNATIONAL CODE
NO ADVERTISING There should be no advertising or other form of promotion to the general public of products within the scope of this Code. Art. 5.1	 Infant formula advertising and promotion should: I. Encourage breastfeeding clearly remarking their benefits; II. Expressly indicate infant formula use is only recommended in the following cases: a) Baby's human milk intolerance, b) because absence of mother and c) because incapacity of mother to produce milk or because any other sustained sanitary reason, and III. Must include clear information of preparation instructions and about the health hazards of inappropriate preparation. V, Chap. III, Art. 25 (RUNS AGAINST THE CODE)
NO FREE SAMPLES OR SUPLIES Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples of products within	"Free samples of infant formula are forbidden."
the scope of this Code. Art. 5:2	"Promotion and free distribution of breastmilk substitutes is forbidden inside of health facilities "III, 5.2.5.6.3
(Urges member states) to ensure that the small amounts of breastmilk substitutes needed for the <i>minority of infants</i> who require them in maternity wards are made available through the normal procurement channels and <i>not through free or</i> <i>subsidized supplies</i> ;, wha, 39.28 2.6.	"Delivery or recommendation of breastmilk substitutes for children under four years of life, should be made only by medical prescription and has to be registered into the medical records." III, 5.2.5.6.6
Samples of infant formula or other products within the scope of this Code., or of equipment or utensils for their preparation or use, should not be provided to health workers except when necessary for the purpose of professional evaluation or research at the institutional level. Health workers should not give samples of infant formula to pregnant women,	"THE DELIVERY OF FREE OR AT LOW PRICE BREASTMILK SUBSTITUTES SUPLIES IS SUSPENDED AS WELL AS SELLS OF THEM IN PUBLIC AND PRIVATE HEALTH FACILITIES" VI
mothers of infants and young children, or members of their families . Art. 7.4	FACILITIES)
NO PROMOTION WITHIN THE HEALTH CARE No facility of a health care system should be used for the purpose of promoting infant formula or other	"Health care units must not promote the use of food products which could substitute breastmilk" I, Chap. I, Art. 732 "Health care units must not promote or distribute milk." III, 5.2.5.6.3
products within the scope of this Code. This Code does not, however, preclude the dissemination of information to health professionals as provided in	"Information or promotion of milk products is forbidden in health care units". III, 5.2.5.6.4
Art. 6.2	(NOT OBSERVED AS A WHOLE, SPECIALY IN PRIVATE FACILITIES)
NO CONTACT BBETWEEN MARKETING PERSONNEL AND MOTHERS The use by the health care system of "professional service representatives", "mothercraft nurses" or similar personnel, provided or paid for by manufacturers or distributors, should not be permitted. Art. 6.4	"It should not be authorized in the above mentioned units (the units of medical care of health sector) marketing members' services, nurses of maternity or analogous staff, remunerated by manufacturers or distributors of infant formula". I, Chap. I, Art. 732

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WORKERS No financial or material inducements to promotion of financial or materials inducements to promotion of the spectral inducement to product within the scope of this Code should be of the sectory (SA). The above mentioned equipment or materials can take the name or logo of company donor, but they workers or members of their families, or solution is secretary (SA). The above mentioned equipment or materials can take the name or logo of company donor, but they secretary (SA). The above mentioned equipment or materials can take the name or logo of company donor, but they secretary (SA). The above mentioned equipment or materials can take the name or logo of company donor, but they secretary (SA). The above mentioned equipment or materials can take the name or logo of company donor, but they secretary (SA). The above mentioned equipment or materials can take the name or logo of company donor, but they secretary (Health should be able to distributors to health call transported to the secretary of Health should be able to distributors to health call transported to the spectrates of infant formula should not have legends nor images which accreticates of the spectral the sec of infant formula should health to show allow the secretary of the spectrates of infants, nor should they have to show also how to keep the product in good formula. They may, however, have graphics for equivalent or show also how to keep the product in good formula. They may, however, have graphics or the spectratery of the product as a breastmilk substitute and hori llustrating methods of preparation. Art. 9.2 SUPERIORITY OF BREASTFEEDING (Labels most include) ReastfreeDing, 'Labels so infant formula smut have a legend which remarks breastmilk, and the proper method of use; a statement that the product should be used only on the advise of a health worker as to the neced for its usentific and facual mattery, and such information sho	NO SAMPLES OR GIFTS TO HEALTH	"Manufacturers or distributors could only do donations of
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