



Ministry of Health



*The Omani Code for  
Marketing of Breast  
Milk Substitutes*

*Regulating the Marketing of  
Breast Milk Substitutes*

Oman has made tremendous achievements in the last 3 decades and in particular in the field of Health. This is reflected in one of the fastest reduction of childhood and infant mortality in the region. These achievements have been possible as a result of the dedicated efforts of His Majesty's Government and an effective use of resources and planning in the health care services.

Among these achievements is the great success of the BFHI Programme which promotes, encourages and support natural breast feeding and timely appropriate complementary feeding. Among the steps that have been taken in promoting infant feeding. This compilation is an effort to inform the health care professionals and create awareness among the Community of the Ministry Karars and Circulars governing the regulations and promotions of breast milk substitute and infant foods. It is hoped that this will draw attention and improve further the Compliance and implementation of the Code and promotion of infant feeding practices in the Sultanate of Oman.

A handwritten signature in black ink, consisting of several fluid, overlapping strokes that form a cursive name.

Under Secretary for Health Affairs.

Ministry of Commerce & Industry  
Directorate General for Specifications & Measurements  
P.O. Box 550, Muscat, Postal Code: 113  
Sultanate of Oman

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THE ARABIC TEXT IS THE LEGAL TEXT

Ministry of Commerce and Industry  
Ministerial Decision  
No. 55/98  
Regulating the Marketing of Breast Milk Substitutes.

Having regard to ;

- \* Law organizing the Administrative Apparatus of the State promulgated by Royal Decree No. 26/75 and amendment therto;
- \* Royal Decree No. 1/78 on the Jurisdictions of the Directorate General for Specifications and Measurements,
- \* Letter of the Ministry of Health No. MOH/1/A14/372 dated 16 March 1998,
- \* In accordance with the public interest.

-Decided

Article (1) :

In the application of this Decision the following terminology shall have the meanings assigned to each of them, unless the context necessiates other meanings:

Breast Milk Substitute : Infant Formula & Complementary Foods.

Infant Formula : Any processed milk which satisfies the normal nutritional requirements of the infant till the age of (4) months.

Complementary Food : Any food processed or prepared as complement to breast milk or infant formula when either of these does not satisfy the normal nutritional requirements of the infant.

Marketing : Breast milk substitutes promotion, sale, advertisement and other related activities.

### Article (2) :

Breast milk substitutes and utensils used in feeding should comply with the Standards applicable in the Sultanate of Oman and importation of whatever contravenes to such standards shall be prohibited.

### Article (3) :

Without prejudice to what is stated in the Omani Standards No. 58/1995 (Labelling of Prepackaged Foodstuffs) and No. 323/1994 (Requirements of Breast Milk Substitutes), the following information shall be declared in Arabic on the packages of breast milk substitutes :

- Name and address of the producer;
- Name of the food stuff;
- Country of origin;
- Instructions for correct method of usage;
- A conspicuous notice ensuring the superiority of breast feeding;
- Warning against the health hazards of incorrect preparation;
- Advice for using breast milk substitutes when necessary and on consultation of a physician or an infant dietitian;
- Composition of the product in relative percentages. An error of - 5% is allowed in the analysis results;
- Appropriate storage conditions;
- Batch numbers;
- Dates of production and expiry (in month and year) in a non-coded manner ; provided that expiry period shall not exceed (18) months from the date of production.

### Article (4) :

Approval of the Ministry of Health shall be obtained prior to publicity or broadcast of breast milk substitutes advertisements or promotions. The approval shall specify the information and particulars to be included in the materials of the advertisements or promotions.

In all circumstances, the materials of the advertisements or promotions shall not comprise any photo or text that creates the impression of the idealism or preference of breast milk substitutes to breast feeding.

### Article (5) :

Producers, distributors and marketing personnel of breast milk substitutes are prohibited from promoting their products through the below mentioned methods:

