

INSTRUCTIONS

Pursuant to the provisions of Clause 6 of Article 7, Clause 7 of Article 22, and Article 105 of the Public Health Law no. 89 of 1981, the following Instructions have been promulgated:

Instructions no. 2 of 2015

Protection and Promotion of Breastfeeding

Article 1 The following terms and phrases – used herein – shall have the meanings assigned thereto for the purposes of these Instructions:

First: Breastfeeding: To feed an infant with milk from the breast;

Second: Advertising: all types of publicity and promotion whether visual, auditory or read, including labels, display of images, models, films, posters or newsletters via mail, or offer the same as free gifts, or any other form of promotion;

Third: Infant formula: any breast-milk substitute formulated industrially in accordance with the applicable *Codex Alimentarius standards*, to satisfy the normal nutritional requirements of infants and young children, and adapted to their physiological characteristics;

Fourth: Complementary food: any food formulated industrially or home-prepared, used as a complement to breast milk or to infant formula starting from six months of age, when either becomes insufficient to satisfy the nutritional requirements of the infant;

Fifth: Breast-milk Substitutes: any food being presented as a partial or total replacement for breast milk whether or not suitable for that purpose;

Sixth: Supplies: quantities of a product provided for use over an extended period, free or at a low price, for promotional purposes, including those provided to families in need;

Seventh: Health Workers: persons working at healthcare offices;

Eighth: Container: any form of packaging of products for sale as a retail unit;

Ninth: Samples: a sample of a product provided without cost;

Tenth: Manufacturer: a corporation or other entity in the public, mixed, or private sector engaged in the business (whether directly, through an agent, or through an entity controlled by or under contract with it) of manufacturing a product within the scope of these Instructions.

Eleventh: Distributor: a person, corporation or any other entity in the public, mixed, or private sector engaged in the business (whether directly or indirectly) of marketing at the wholesale or retail level a product within the scope of these Instructions. A "primary distributor" shall be the manufacturer's sales agent, representative, national distributor or broker;

Twelfth: Marketing personnel: a person involved in the marketing of the products included within the scope of these Instructions.

Thirteenth: Healthcare Institutions: health institutions engaged, directly or indirectly, in providing healthcare for mothers, infants and pregnant women; they include child-care institutions, nurseries, clinics, private hospitals and health workers in private practice;

Fourteenth: Label: any tag, brand, mark, pictorial or other descriptive matter, written, printed, stenciled, marked, embossed or impressed on, or attached to, a package containing the ingredients of a product and its relevant data, namely products within the scope of these Instructions;

Fifteenth: Medical Formula: a special formula used to treat children with malnutrition or metabolic diseases;

Sixteenth: Promotion: advertising a product and distribution thereof without cost.

Article 2: These Instructions cover the marketing, and practices related thereto, of the following products in terms of their quality and availability, and information concerning their use:

First: breastmilk substitutes

Second: foods, beverages and milk products, including bottle-fed complementary foods, when marketed or otherwise modified to be suitable for use as a replacement of breastmilk.

Third: Feeding bottles and teats.

Article 3:

First: The Ministry of Health shall provide, publish and circulate scientific information and educational material and agree on designing and producing media and health education materials in the field of infant and young children nutrition. It shall also prohibit promotion of breast-milk substitutes.

Second: Informational and educational materials, whether written, audio, or visual, dealing with the feeding of infants and young children shall include clear information on all the following points:

a- the benefits and superiority of breast-feeding to breast-milk substitutes;

b- the importance of maternal nutrition, and the preparation for and maintenance of breast-feeding;

c- the negative effect on breast-feeding of introducing partial bottle-feeding;

d- the health hazards arising from inappropriate foods or feeding methods and, in particular, from the unnecessary or improper use of infant formula or any breast-milk substitutes;

e- the proper use of infant formula, whether manufactured industrially or home-prepared, where needed. Feeding with infant formula should be demonstrated only by health workers, and only to the mothers or family members who need to use it.

f- A table of instructions highlighting the ingredients of the package containing the breast-milk substitute and the commitment of the companies in question to add text that may encourage and support breast-feeding.

Article 4: Health institutions shall not perform any of the following acts:

First: advertise or promote breast-milk substitutes in any form or shape;

Second: provide, directly or indirectly, to pregnant women, mothers or members of their families, or to health workers, any samples of the products within the scope of these Instructions;

Third: distribute any gifts of articles, supplies or utensils which may promote the use of breast-milk substitutes or bottle-feeding;

Fourth: promote or distribute breast-milk substitutes or any of the products within the scope of these Instructions;

Article 5

First: Supplies within the scope of these Instructions shall not be given or sold at low prices to any healthcare institution, organization or charity for use therein;

Second: Supplies of medical formula shall only be presented to infants and young children who have to be fed on breast-milk substitutes

Article 6: Samples of breast-milk substitutes or equipment or utensils for their preparation or use may be provided at a health institution when necessary or for the purpose of professional evaluation or research, at healthcare institutions, governmental labs, universities or any recognized scientific institute, pursuant to Ministry of Health approval.

Article 7

First: Labels shall contain all the necessary information on the appropriate use of the product;

Second: Manufacturers and distributors of products shall ensure setting a label on each container of such products, including all the following data:

- a- the words "Important Notice" or their equivalent;
- b- a statement of the superiority of breastfeeding to the infant in terms of nutrition and health;
- c- a statement that the product should be used only on the advice of a health worker as to the need for its use;
- d- the ingredients of the formula, the batch number, the storage conditions required, the date of production, and the date before which the product is to be consumed;
- e- instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation.

Third: Neither the container nor the label shall contain the following:

- a- Pictures of infants or other pictures or text which may idealize the use of breast-milk substitutes;
- b- Words that describe breast-milk substitutes as "humanized," "maternalized" or similar terms.

Fourth: The labels set forth in this Article shall conform to the approved standards.

Article 8: These Instructions shall enter into force as of the date of publication thereof in the official gazette.

Dr. Adila Hamoud Hussein -Minister of Health