

**1. Bottles and teats advertising**

Appendix G clause 2.1. determines that advertising for bottles should not be in a form which is prejudicial to breastfeeding.

The Department of Health and the representatives of the manufacturers agreed that this would be interpreted to mean that product information in any form would not appear to be favouring bottle feedings in preference to breastfeeding for infants.

Thus if a bottle is illustrated the contents should not be milk but some other substance such as fruit juice.

