

# CODEX ALIMENTARIUS COMMISSION



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization

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**Agenda Item 4**

**NFSDU/42 CRD 2**  
**Original language only**

## **JOINT FAO/WHO FOOD STANDARDS PROGRAMME CODEX COMMITTEE ON NUTRITION AND FOODS FOR SPECIAL DIETARY USES**

**Forty-second Session**

**Virtual**

**19 - 24 November and 1 December 2021**

### **REVIEW OF THE STANDARD FOR FOLLOW-UP FORMULA**

*Prepared by New Zealand*

**Consideration of relevant concepts and technical guidance in WHO/WHA documents for the labelling and other provisions in the draft standard for follow-up formula**

#### **Introduction**

This CRD is an update of [CRD 4](#) tabled at CCNFSDU41 in 2019 which was, however, not discussed at CCNFSDU41 due to time constraints. This document provides an overview and summary of the issue of referencing WHO/WHA documents including where and how the development of the draft Standard for Follow-up Formula has taken into consideration the content of WHO/WHA documents and resolutions. It has been updated to reflect the changes to the labelling provisions as agreed by CCNFSDU41 and decisions by CAC since November 2019.

Significant progress has been made on the composition and labelling provisions of follow-up formula for older infants and Drink/product for young children with added nutrients, Drink for young children, and further progress is dependent on finalising the discussions on the draft scope, definition and labelling sections as well as the remaining sections. These agenda items are up for discussion at CCNFSDU42. The structure of the standard and the proposed preamble will be considered after completion of the other sections, likely at CCNFSDU43.

#### **Background**

In 2016, the EWG was asked to consider whether there was a need to make specific reference to WHO/WHA documents or resolutions in the Codex Standard for Follow-up Formula, and if so, how and where. Information and detail on relevant WHO/WHA documents and resolutions was provided in the EWG consultation papers and the [Agenda Paper](#) at CCNFSDU38 as background for future considerations on this matter.

The 2017 EWG<sup>1</sup> further considered WHO/WHA referencing within the Follow-up Formula Standard and were provided with detail on the relevant documents and resolutions. Within the 2017 EWG, strong positions were presented for and against referencing WHO/WHA documents and resolutions and determination of which documents may be appropriate and applicable proved to be challenging. Electronic working group views ranged from those who do not support the inclusion of any WHO/WHA documents or resolutions in Codex Standards to those members who favour listing all WHO/WHA documents and resolutions that may in some part be applicable to infant and young child feeding.

The EWG Chair consequently engaged the support of the Codex Secretariat and WHO to progress this issue and find a workable solution. At that point in time there was an option proposed, with general support from WHO and the Secretariat, to the concept of a Preamble that could include reference to relevant documents and/or resolutions. The intent was that this approach to the Preamble would replace the need to list or reference specific documents or resolutions within different sections of the Standard itself as the Preamble is applied to the Standard as a whole.

The Agenda Paper at CCNFSDU39 ([CX/NFSDU 17/39/4 Rev.1](#)) put forward Recommendation 9 which included draft text for a Preamble statement that included specific reference to relevant WHO documents and WHA resolutions. This draft text was a result of the Chairs' request for assistance on progressing the issue of WHO/WHA referencing within the Standard, and consequently CCNFSDU was asked to agree to the draft Preamble statement.

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<sup>1</sup> 2017 1<sup>st</sup> Consultation Paper – Scope and Labelling of Follow-up Formula for Older Infants and [Name of Product] for Young Children

At CCNFSDU39, *'The Committee confirmed its decision to have a preamble to the standard. However, the chair noted that several fundamental questions needed to be answered first on whether to have specific references to WHA resolutions and WHO guidelines or whether to have a more general reference; that some of the WHA resolutions went beyond the mandate of Codex and therefore was inappropriate to reference them; and whether guidance from the CCEXEC or CAC might be needed before the wording of the preamble could be refined'* ([REP18/NFSDU para 67](#)).

Consequently the Committee noted the various views made by delegations but did not take any decisions, and recommended to keep in brackets the preamble for further discussion at the next session of the CCNFSDU.

At CCNFSDU40, the decision was taken to defer discussion on Section B: product definition and labelling of [product] for young children (Appendix IV), the structure of the Standard(s) and preamble(s) to CCNFSDU41.

At CCNFSDU41 the Committee discussed the definition and labelling for [product] for young children as per Appendix IV to the report of CCNFSDU40 ([REP19/NFSDU App IV](#)). An alternative proposal for section 9.6 *Additional Labelling Requirements* ([CRD50](#)) to that presented to the Committee based on the EWG discussions was put forward during the Plenary session. The proposal was further discussed and amended. The Committee reached an agreement on the labelling section and agreed to forward the draft scope, definition and labelling section for Drink/product for young children with added nutrients, Drink for young children to Step 5 for adoption by CAC43 and to send the labelling provisions to CCFL46 for endorsement.

### **CCEXEC75 advice**

With regard to references to WHO/WHA documents in the draft CCNFSDU text on follow-up formula, CCEXEC75 provided the following advice intended to assist CCNFSDU in moving forward:

- a. references should be considered on a case-by-case basis;
- b. references may provide context and additional information to assist members in understanding and use of standards;
- c. concepts and technical information could be incorporated into the text of the standard itself, rather than referencing sources external to Codex; and
- d. references must be relevant to the scope of the standard itself, fall within the mandate of Codex, have a scientific basis, and have been developed through a transparent process.

Furthermore, the Strategic Plan to advance the mandate of the Codex Alimentarius Commission during the period 2020-2025 states:

*In conducting its work, the Commission takes into account, where appropriate, the relevant policies, strategies and guidelines of FAO and WHO, and of other intergovernmental organizations such as the World Organization for Animal Health (OIE), consistent with fulfilling its unique mandate to protect the health of consumers and promote fair practices in the food trade through the development of international food standards.*

*International food safety standards established by the Commission are explicitly recognized in the World Trade Organization's Agreement on the Application of Sanitary and Phytosanitary Measures (WTO SPS Agreement). Codex standards also serve as references under the WTO Agreement on Technical Barriers to Trade (WTO TBT Agreement).*

### **CCEXEC/CAC**

At CCEXEC77, the Executive recommended to CAC42 to adopt the draft scope, description and labelling for follow-up formula for older infants (Section A) of the proposed revised *Standard for Follow-up Formula* (CX 156-1987) at Step 5 as endorsed and amended by CCFL noting in particular that the part on restriction of cross-promotion had not been endorsed by CCFL and required further discussion in CCNFSDU.

Consequently, CAC42 i. adopted the proposed draft text (scope, definition and labelling – as endorsed and amended by CCFL), and noted that the last part of section 9.6.4 on cross-promotion would be further considered by CCNFSDU; and ii. *noted that CCEXEC77 had recalled and reaffirmed the advice given by CCEXEC75 regarding use of references to WHO documents and WHA resolutions.*

CAC43 adopted the draft scope, definition and labelling section for Drink/product for young children with added nutrients, Drink for young children at Step 5 and a circular letter ([CL 2021/3/OCS-NFSDU](#)) was issued in January 2021 to request comments at Step 6 for consideration by CCNFSDU42. The comments received are available in the document [CX/NFSDU 21/42/5 Add.1](#).

### **Supporting Information**

The table illustrates how in the review of the Follow-up Formula Standard the EWG and Committee have followed the advice of CCEXEC75, specifically recommendations a), c) and elements of d) as below:

- a. references should be considered on a case-by-case basis;
- b. references may provide context and additional information to assist members in understanding and use of standards;
- c. concepts and technical information could be incorporated into the text of the standard itself, rather than referencing sources external to Codex; and
- d. references must be relevant to the scope of the standard itself, fall within the mandate of Codex, have a scientific basis, and have been developed through a transparent process.

Whilst the *Standard on Infant Formula and Formulas for Special Medical Purposes Intended for Infants* (CXS 72 – 1981) incorporates within the Scope the following provision; ‘*The application of this section of the Standard should take into account the recommendations made in the International Code of Marketing of Breast-milk Substitutes (1981), the Global Strategy for Infant and Young Child Feeding and World Health Assembly resolution WHA54.2*’ this approach need not be considered the precedent for such referencing matters, especially given that the CCEXEC75 guidance was not available at the time of Infant Formula Standard review, and CCEXEC75 has communicated that incorporation of relevant concepts and technical information is considered an alternative approach to referencing sources external to Codex (recommendation c).

In introducing the labelling recommendations for follow-up formula for older infants at CCNFSDU40, the Chair of the EWG did bring to the attention of the Committee those recommendations that incorporate concepts (and in some instances direct wording) of relevant WHO and WHA documents. This was noted in Para 39 and 45 of the [Final Report](#) as replicated below:

**39.** To concerns on how the WHO *International Code of Marketing of Breastmilk Substitutes*, the *Global Strategy for Infant and Young Child Feeding* and relevant WHA resolutions would be addressed, if not in the scope, it was clarified that these could be addressed through the provisions in the labelling section and in the future discussion on the preamble.

**45.** The Committee noted that this section was largely based on Article 9 of the *WHO International Code of Marketing of Breastmilk Substitutes*, and Recommendation 4 of the *WHO Guidance on Ending the Inappropriate Promotion of Foods for Infants and Young Children* (specifically provision 9.6.2); and in some cases the provision used the wording as contained within the Guidance.

**Table 1: Concepts and guidance from WHO and WHA documents that have been incorporated into draft standard text**

Document	<p>Draft text is as per <a href="#">CCNFSDU41 report</a> Appendices II and IV.</p> <p>Text for Follow-up formula for older infants has been agreed to by the Committee, endorsed by CCFL45, adopted by CAC42, and is held at Step 7.</p> <p>Note: 9.6.5 for Follow-up Formula for Older Infants has been sent to CCFL46 for endorsement, the rest of the labelling provisions were endorsed by CCFL45.</p> <p>Text for Drink/product for young children with added nutrients, Drink for young children in <i>blue italics</i> has been adopted by CAC43, sent to CCFL46 for endorsement, and is up for discussion at Step 7 at CCNFSDU42.</p>	
<b>WHO International Code of Marketing of Breast-milk Substitutes</b>	<b>Follow-up Formula for Older infants</b>	<b>Drink/Product for Young children with Added Nutrients, Drink for Young Children</b>
<p>9.1 Labels should be designed to provide the necessary information about the appropriate use of the product, and so as not to discourage breast-feeding.</p>	<p><b>9.5.2</b> Adequate directions for the appropriate preparation and use of the product, including its storage and disposal after preparation, i.e. that product remaining after feeding should be discarded, shall appear on the label.</p> <p><b>9.6.1</b> Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points: ....</p> <p>c) a statement that the product should only be used on advice of a health worker as to the need for its use and the proper method of use.</p>	<p><b>9.5.2</b> <i>Adequate directions for the appropriate preparation and use of the product, including its storage and disposal after preparation, i.e. that product remaining after feeding should be discarded, shall appear on the label.</i></p> <p><b>9.6.2</b> <i>Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points:...</i></p> <p><i>b) a statement that the mother/caregiver should seek advice of a health worker on proper feeding of the young child.</i></p>
<p>9.2 Manufacturers and distributors of infant formula should ensure that each container has a clear, conspicuous, and easily readable and understandable message printed on it, or on a label which cannot readily become separated from it, in an appropriate language, which includes all the following points:</p> <p>(a) the words "Important Notice" or their equivalent;</p>	<p><b>9.6.1</b> Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points: ....</p> <p>a) the words "important notice" or their equivalent;</p>	<p><b>9.6.2</b> <i>Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points:</i></p>

WHO International Code of Marketing of Breast-milk Substitutes	Follow-up Formula for Older infants	Drink/Product for Young children with Added Nutrients, Drink for Young Children
(b) a statement of the superiority of breastfeeding;	<b>9.6.1 b)</b> the statement "Breast-milk is the best food for your baby" or a similar statement as to the superiority of breastfeeding or breast-milk;	<b>9.6.2 a)</b> <i>the statement "Breastfeeding is recommended up to two years and beyond."</i>
(c) a statement that the product should be used only on the advice of a health worker as to the need for its use and the proper method of use;	<b>9.6.1 c)</b> a statement that the product should only be used on advice of a health worker as to the need for its use and the proper method of use.	<b>9.6.2 b)</b> <i>a statement that the mother/caregiver should seek advice of a health worker on proper feeding of the young child.</i>
(d) instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation	<p><b>9.5.2</b> Adequate directions for the appropriate preparation and use of the product, including its storage and disposal after preparation, i.e. that product remaining after feeding should be discarded, shall appear on the label.</p> <p><b>9.5.3</b> The label shall carry clear graphic instructions illustrating the method of preparation of the product.</p> <p><b>9.5.4</b> The directions should be accompanied by a warning about the health hazards of inappropriate preparation, storage and use.</p>	<p><b>9.5.2</b> <i>Adequate directions for the appropriate preparation and use of the product, including its storage and disposal after preparation, i.e. that product remaining after feeding should be discarded, shall appear on the label.</i></p> <p><b>9.5.3</b> <i>The label shall carry clear graphic instructions illustrating the method of preparation of the product.</i></p> <p><b>9.5.4</b> <i>The directions should be accompanied by a warning about the health hazards of inappropriate preparation, storage and use.</i></p>
Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealize the use of infant formula. They may, however, have graphics for easy identification of the product as a breastmilk substitute and for illustrating methods of preparation.	<p><b>9.6.2</b> The label shall have no pictures of infants, young children and women nor any other picture, text, or representation that might:</p> <p><b>9.6.2.1</b> idealize the use of Follow-up Formula for Older Infants;</p>	<b>9.6.1</b> <i>The label of the product as defined in Section 2.1 shall have no image, text or representation, including pictures of feeding bottles, that could undermine or discourage breastfeeding or which idealises the use of the product as defined in Section 2.1. The terms 'humanized', 'maternalized' or other similar terms must not be used on the label.</i>
The terms "humanized", "maternalized" or similar terms should not be used.	<b>9.6.3</b> The terms "humanized", "maternalized" or other similar terms shall not be used.	

WHO International Code of Marketing of Breast-milk Substitutes	Follow-up Formula for Older infants	Drink/Product for Young children with Added Nutrients, Drink for Young Children
<p>9.3 Food products within the scope of this Code, marketed for infant feeding, which do not meet all the requirements of an infant formula, but which can be modified to do so, should carry on the label a warning that the unmodified product should not be the sole source of nourishment of an infant. Since sweetened condensed milk is not suitable for infant feeding, nor for use as a main ingredient of infant formula, its label should not contain purported instructions on how to modify it for that purpose.</p>	<p><b>9.5.6</b> The label of Follow-up Formula for Older Infants shall include a statement that the product shall not be introduced before 6 months of age, is not to be used as a sole source of nutrition and that older infants should receive complementary foods in addition to the product.</p>	<p><b>9.5.6</b> <i>The label of the product as defined in Section 2.1 shall include a statement that the product shall not be introduced to infants 12 months of age or less and is not to be used as a sole source of nutrition.</i></p>
<p>9.4 The label of food products within the scope of this Code should also state all the following points:</p> <p>(a) the ingredients used;</p>	<p><b>9.2.1</b> A complete list of ingredients shall be declared on the label...</p>	<p><b>9.2.1</b> <i>A complete list of ingredients shall be declared on the label...</i></p>
<p>(b) the composition/analysis of the product;</p>	<p><b>9.3 Declaration of Nutritive Value</b></p> <p>This section includes requirements for full declaration of the nutritional values of the product</p>	<p><b>9.3 Declaration of Nutritive Value</b></p> <p>This section includes requirements for full declaration of the nutritional values of the product</p>
<p>(c) the storage conditions required; and</p>	<p><b>9.4.1</b> The date marking and storage instructions shall be in accordance with section 4.7 of the <i>General Standard for the Labelling of Prepackaged Foods</i>.</p> <p><b>9.4.2</b> Where practicable, storage instructions shall be in close proximity to the date marking.</p>	<p><b>9.4.1</b> <i>The date marking and storage instructions shall be in accordance with section 4.7 of the General Standard for the Labelling of Prepackaged Foods.</i></p> <p><b>9.4.2</b> <i>Where practicable, storage instructions shall be in close proximity to the date marking.</i></p>
<p>(d) the batch number and the date before which the product is to be consumed, taking into account the climatic and storage conditions of the country concerned.</p>	<p><b>9.4.1</b> The date marking and storage instructions shall be in accordance with section 4.7 of the <i>General Standard for the Labelling of Prepackaged Foods</i>.</p> <p><b>9.4.2</b> Where practicable, storage instructions shall be in close proximity to the date marking.</p>	<p><b>9.4.1</b> <i>The date marking and storage instructions shall be in accordance with section 4.7 of the General Standard for the Labelling of Prepackaged Foods.</i></p> <p><b>9.4.2</b> <i>Where practicable, storage instructions shall be in close proximity to the date marking.</i></p>

WHO International Code of Marketing of Breast-milk Substitutes	Follow-up Formula for Older infants	Drink/Product for Young children with Added Nutrients, Drink for Young Children
<p>10.1 The quality of products is an essential element for the protection of the health of infants and therefore should be of a high recognized standard.</p>	<p>Proposed text to be discussed at CCNFSDU42: All ingredients shall be clean, of good quality, safe and suitable for ingestion by [older] infants <del>from the 6th month on and young children</del>. They shall conform with their normal quality requirements, such as colour, flavour and odour.</p>	<p>Proposed text to be discussed at CCNFSDU42: All ingredients shall be clean, of good quality, safe and suitable for ingestion by <del>infants from the 6th month on</del> and young children. They shall conform with their normal quality requirements, such as colour, flavour and odour.</p>
<p>10.2 Food products within the scope of this Code should, when sold or otherwise distributed, meet applicable standards recommended by the Codex Alimentarius Commission and also the Codex Code of Hygienic Practice for Foods for Infants and Children.</p>	<p>Proposed text to be discussed at CCNFSDU42: <b>6.HYGIENE</b> It is recommended that the product covered by the provisions of this standard be prepared and handled in accordance with the appropriate sections of the <i>General Principles of Food Hygiene</i> (CXC 1- 1969), and other relevant Codex texts such as the <i>Code of Hygienic Practice for Powdered Formulae for Infants and Young Children</i> (CXC 66-2008) [the <i>Code of Hygienic Practice for Aseptically Processed and Packaged Low-acid Foods</i> (CXC 40- 1993) and the <i>Code of Hygienic Practice for Low and Acidified Low-acid Canned Foods</i> (CXC 23- 1979)] The products should comply with any microbiological criteria established in accordance with the <i>Principles and Guidelines for the Establishment and Application of Microbiological Criteria Related to Foods</i> (CXG 21-1997).</p>	<p>Proposed text to be discussed at CCNFSDU42: <b>6.HYGIENE</b> It is recommended that the product covered by the provisions of this standard be prepared and handled in accordance with the appropriate sections of the <i>General Principles of Food Hygiene</i> (CXC 1- 1969), and other relevant Codex texts such as the <i>Code of Hygienic Practice for Powdered Formulae for Infants and Young Children</i> (CXC 66-2008) [the <i>Code of Hygienic Practice for Aseptically Processed and Packaged Low-acid Foods</i> (CXC 40- 1993) and the <i>Code of Hygienic Practice for Low and Acidified Low-acid Canned Foods</i> (CXC 23- 1979)] The products should comply with any microbiological criteria established in accordance with the <i>Principles and Guidelines for the Establishment and Application of Microbiological Criteria Related to Foods</i> (CXG 21-1997).</p>

Guidance on ending the inappropriate promotion of foods for infants and young children	Follow-up Formula for Older infants	Drink/Product for Young children with Added Nutrients, Drink for Young Children
<p><b>Recommendation 4.</b></p> <p>The messages used to promote foods for infants and young children should support optimal feeding and inappropriate messages should not be included. Messages about commercial products are conveyed in multiple forms, through advertisements, promotion and sponsorship, including brochures, online information and package labels. Irrespective of the form, messages should always:</p> <ul style="list-style-type: none"> <li>include a statement on the importance of continued breastfeeding for up to two years or beyond and the importance of not introducing complementary feeding before 6 months of age;</li> <li>include the appropriate age of introduction of the food (this must not be less than 6 months);</li> <li>be easily understood by parents and other caregivers, with all required label information being visible and legible.</li> </ul>	<p><b>9.5.6</b> The label of Follow-up Formula for Older Infants shall include a statement that the product shall not be introduced before 6 months of age, is not to be used as a sole source of nutrition and that older infants should receive complementary foods in addition to the product.</p> <p><b>9.6.1</b> Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points:</p> <ul style="list-style-type: none"> <li>a) the words "important notice" or their equivalent;</li> <li>b) the statement "Breast-milk is the best food for your baby" or a similar statement as to the superiority of breastfeeding or breast-milk;</li> <li>c) a statement that the product should only be used on advice of a health worker as to the need for its use and the proper method of use.</li> <li>d) the statement; 'The use of this product should not lead to cessation of continued breastfeeding'.</li> </ul>	<p><b>9.5.6</b> <i>The label of the product as defined in Section 2.1 shall include a statement that the product shall not be introduced to infants 12 months of age or less and is not to be used as a sole source of nutrition.</i></p> <p><b>9.6.2</b> <i>Labels should not discourage breastfeeding. Each container label shall have a clear, conspicuous and easily readable message which includes the following points:</i></p> <ul style="list-style-type: none"> <li><i>a) the statement "Breastfeeding is recommended up to two years and beyond."</i></li> <li><i>b) a statement that the mother/caregiver should seek advice of a health worker on proper feeding of the young child.</i></li> </ul>
<p>Messages should not:</p> <ul style="list-style-type: none"> <li>include any image, text or other representation that might suggest use for infants under the age of 6 months (including references to milestones and stages);</li> <li>include any image, text or other representation that is likely to undermine or discourage breastfeeding, that makes a comparison to breast-milk, or that</li> </ul>	<p><b>9.6.2</b> The label shall have no pictures of infants, young children and women nor any other picture, text, or representation that might:</p> <ul style="list-style-type: none"> <li><b>9.6.2.1</b> idealize the use of Follow-up Formula for Older Infants;</li> <li><b>9.6.2.2</b> suggest use for infants under the age of 6 months (including references to milestones and stages);</li> <li><b>9.6.2.3</b> recommend or promote bottle feeding;</li> </ul>	<p><b>9.6.1</b> <i>The label of the product as defined in Section 2.1 shall have no image, text or representation, including pictures of feeding bottles, that could undermine or discourage breastfeeding or which idealises the use of the product as defined in Section 2.1. The terms 'humanized', 'maternalized' or other similar terms must not be used on the label.</i></p> <p><b>9.6.2</b> <i>Labels should not discourage breastfeeding. Each container label shall have a clear,</i></p>



<p>suggests that the product is nearly equivalent or superior to breast-milk; recommend or promote bottle feeding; convey an endorsement or anything that may be construed as an endorsement by a professional or other body, unless this has been specifically approved by relevant national, regional or international regulatory authorities.</p>	<p><b>9.6.2.4</b> undermine or discourage breastfeeding; or that makes a comparison to breast-milk, or suggests that the product is similar, equivalent to or superior to breast-milk;</p> <p><b>9.6.2.5</b> convey an endorsement or anything that may be construed as an endorsement by a professional or any other body, unless this has been specifically approved by relevant national or regional regulatory authorities.</p>	<p><i>conspicuous and easily readable message which includes the following points:</i></p> <p><i>a) the statement “Breastfeeding is recommended up to two years and beyond.”</i></p> <p><i>b) a statement that the mother/caregiver should seek advice of a health worker on proper feeding of the young child.</i></p> <p><b>9.6.3</b> <i>The label shall have no pictures of infants, older infants, young children and women or any other picture, text, or representation that:</i></p> <p><b>9.6.3.1</b> <i>undermines or discourages breastfeeding; or that makes a comparison to breast-milk, or suggests that the product is similar, equivalent to or superior to breast-milk;</i></p> <p><b>9.6.3.2</b> <i>might convey an endorsement or anything that may be construed as an endorsement by a professional or any other body, unless this has been specifically approved by relevant national or regional regulatory authorities</i></p>
<p><b>Recommendation 5</b></p> <p>There should be no cross-promotion to promote breast-milk substitutes indirectly via the promotion of foods for infants and young children.</p> <ul style="list-style-type: none"> <li>The packaging design, labelling and materials used for the promotion of complementary foods must be different from those used for breast-milk substitutes so that they cannot be used in a way that also promotes breastmilk substitutes (for example, different colour schemes, designs, names, slogans and mascots other than company name and logo should be used).</li> <li>Companies that market breast-milk substitutes should refrain from engaging in the direct or indirect promotion of their other food products for infants and young children</li> </ul>	<p><b>9.6.4</b> Follow-up formula for older infants shall be distinctly labelled in such a way as to avoid any risk of confusion between Infant Formula, Drink/Product for young children with added nutrients or Drink for young children, and Formula for Special Medical Purposes intended for infants, in particular as to the text, images and colours used, to enable consumers to make a clear distinction between them.</p> <p><b>9.6.5</b> <i>The labelling of follow-up formula for older infants shall not refer to infant formula, Drink/Product for young children with added nutrients or Drink for young children, or formula for special medical purposes intended for infants, including numbers, text, statements, or images of these products.</i></p>	<p><b>9.6.4</b> <i>The product as defined in Section 2.1 shall be distinctly labelled in such a way as to avoid any risk of confusion with infant formula, follow-up formula for older infants, and formula for special medical purposes intended for infants, in particular as to the text, images and colours used, to enable consumers to make a clear distinction between them.</i></p> <p><b>9.6.5</b> <i>The labelling of the product as defined in Section 2.1 shall not refer to infant formula, follow-up formula for older infants, or formula for special medical purposes intended for infants, including numbers, text, statements, or images of these products.</i></p>

by establishing relationships with parents and other caregivers (for example through baby clubs, social media groups, childcare classes and contests).		
<b>WHA 69.9 Ending inappropriate promotion of foods for infants and young children</b>	<b>Follow-up Formula for Older infants</b>	<b>Drink/Product for Young children with Added Nutrients, Drink for Young Children</b>
<i>Recognizing that the Codex Alimentarius Commission is an intergovernmental body which is the principal organ of the joint FAO/WHO food standards programme and that it is the appropriate body for establishing international standards on food products, and that reviews of Codex standards and guidelines should give full consideration to WHO guidelines and recommendations, including the International Code of Marketing of Breast-milk Substitutes and relevant Health Assembly resolutions</i>	As shown above, 'full consideration to WHO guidelines and recommendations, including the International Code of Marketing of Breast-milk Substitutes and relevant Health Assembly resolutions' has been given and concepts incorporated within the labelling provisions.	As shown above, 'full consideration to WHO guidelines and recommendations, including the International Code of Marketing of Breast-milk Substitutes and relevant Health Assembly resolutions' has been given and concepts incorporated within the labelling provisions.
<b>WHA 63.32</b>	<b>Follow-up Formula for Older infants</b>	<b>Drink/Product for Young children with Added Nutrients, Drink for Young Children</b>
<i>and to ensure that nutrition and health claims shall not be permitted for foods for infants and young children, except where specifically provided for in relevant Codex Alimentarius standards or national legislation</i>	<b>9. Labelling</b> The requirements of the <i>General Standard for the Labelling of Prepackaged Foods</i> (CXS 1-1985), the <i>Guidelines on Nutrition Labelling</i> (CXG 2-1985) and the <i>Guidelines for Use of Nutrition and Health Claims</i> (CXG 23-1997) apply to follow-up formula for older infants. These requirements include a prohibition on the use of nutrition and health claims for foods for infants except where specifically provided for in relevant Codex Standards or national legislation.	<b>9. Labelling</b> The requirements of the <i>General Standard for the Labelling of Prepackaged Foods</i> (CXS 1-1985), the <i>Guidelines on Nutrition Labelling</i> (CXG 2-1985) and the <i>Guidelines for Use of Nutrition and Health Claims</i> (CXG 23-1997) apply to the product as defined in Section 2.1. These requirements include a prohibition on the use of nutrition and health claims for foods for infants except where specifically provided for in relevant Codex Standards or national legislation.
<b>WHA 54.2</b>	<b>Follow-up Formula for Older infants</b>	<b>Drink/Product for Young children with Added Nutrients, Drink for Young Children</b>
<i>conscious of the need for the Codex Alimentarius Commission to take the International Code and subsequent relevant Health Assembly resolutions into consideration in dealing with</i>	<b>9. Labelling</b> The requirements of the <i>General Standard for the Labelling of Prepackaged Foods</i> (CXS 1-1985), the	<b>9. Labelling</b> The requirements of the <i>General Standard for the Labelling of Prepackaged Foods</i> (CXS 1-1985), the

<p><i>health claims in the development of food standards and guidelines;</i></p>	<p><i>Guidelines on Nutrition Labelling (CXG 2-1985) and the Guidelines for Use of Nutrition and Health Claims (CXG 23-1997) apply to follow-up formula for older infants. These requirements include a prohibition on the use of nutrition and health claims for foods for infants except where specifically provided for in relevant Codex Standards or national legislation.</i></p>	<p><i>Guidelines on Nutrition Labelling (CXG 2-1985) and the Guidelines for Use of Nutrition and Health Claims (CXG 23-1997) apply to the product as defined in Section 2.1. These requirements include a prohibition on the use of nutrition and health claims for foods for infants except where specifically provided for in relevant Codex Standards or national legislation.</i></p>
<p><i>strengthen national mechanisms to ensure global compliance with the International Code of Marketing of Breast-milk Substitutes and subsequent relevant Health Assembly resolutions, with regard to labelling as well as all forms of advertising, and commercial promotion in all types of media, to encourage the Codex Alimentarius Commission to take the International Code and relevant subsequent Health Assembly resolutions into consideration in developing its standards and guidelines; and to inform the general public on progress in implementing the Code and subsequent relevant Health Assembly resolutions</i></p>	<p>As shown above, the labelling section of the product has taken into consideration the International Code and WHA resolutions.</p>	<p>As shown above, the labelling section of the product has taken into consideration the International Code and WHA resolutions.</p>