

NOTE

Decree of April 11, 2008 relating to infant formulas and follow-on formulas and amending the decree of September 20, 2000 relating to dietetic foods for special medical purposes
<https://www.legifrance.gouv.fr/affichTexte.do?cidTexte=JORFTEXT000018685743>

Key clauses in English

- No product other than infant formula may be marketed or otherwise represented as suitable for satisfying by itself the nutritional requirements of normal healthy infants during the first months of life until the introduction of appropriate complementary feeding (Art. 1/2)
- The labelling - NB in this context that includes advertising (see art. 18) - of infant formulae must contain the following mandatory particulars, preceded by the words 'Important Notice' or their equivalent: a) A statement concerning the superiority of breastfeeding; b) A reference recommending that the product be used only on the advice of independent persons qualified in the field of medicine, nutrition or pharmacy, or other professionals responsible for maternal and child care. 3. The labelling of infant formula and follow-on formulae is designed to provide the information necessary for proper use of the products so as not to discourage breastfeeding (Art. 15)
- 1. The use of the terms "humanised", "maternalised", "adapted", or similar terms is prohibited in the labeling of infant formula and follow-on formulae. 2. The labeling of infant formulae shall not include pictures of infants, nor other pictures or text that may idealize the use of the product. It may, however, have graphic representations for easy identification of the product and for illustrating methods of preparation. 3. The labeling of infant formulae may bear nutrition and health claims only in the cases listed in Annex IV and in accordance with the conditions laid down therein (Art. 16)
- Infant formulae and follow-on formulae must be labelled so as to allow consumers to make a clear distinction between such products in order to avoid any risk of confusion between infant formula and follow-on formula (Art. 17)
- The requirements, prohibitions and restrictions referred to in paragraphs 2 and 3 of Article 15, and Articles 16 and 17 shall also apply to: a) The presentation of the products concerned, in particular the shape and appearance given to them, their packaging, the packaging materials used, the way in which they are arranged and the setting in which they are shown; b) Advertising (Art. 18)
- Without prejudice to the provisions of Article L. 122-13 of the Consumer Code (see below), advertisements for infant formulae must contain only information of a scientific and factual nature. This information should not imply or create a belief that bottle-feeding is equal or superior to breastfeeding.

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