



Comment on Formula milk advertisements

to:  
hkcode@dh.gov.hk  
16/12/2012 18:47  
Hide Details  
From:

To: "hkcode@dh.gov.hk" <hkcode@dh.gov.hk>

Please respond to

History: This message has been forwarded.

Dear Government

I am a volunteer of the Hong Kong Catholic Breastfeeding Association and am a mother of a 2-year-old boy. I hereby would like to express my opinion about those misleading advertisement of different milk powder products (or called "formula") nowadays.

In all advertisements, the focus always lies on the advantage of taking a particular formula, such as easy for digestion, helping brain development and growing fast. Regardless that formula has been added many nutrients, it cannot replace breast milk which is perfect to our babies. Therefore, I suggest that the Hong Kong Health Department should request all formula product labels to be included a statement reminding that "WTO suggests breastfeeding babies for 2 years". In addition, the same reminder should be mentioned in the end of each formula advertisement in TV and newspaper. For even best, I support forbidding formula milk advertisement under 36 months entirely.

For the sake of transparency, I suggest that the formula manufacturer should mention in the product label what standard of the milk powder producer has been taken to ensure its quality as well as the color of the normal milk powder with picture. The inclusion of the latter with picture is to let our parents differentiate the bad one after open. Milk powder producer should also take up social responsibility to allow proper refund or exchange policy in place to report defect when in doubt.

Thank you for your attention and wish our voice will be heard by our Government.

Best regards  
Lee, Ching Wai