



Comment on HK Code - from Easy Win & Co.

to:

hkcode@dh.gov.hk

28/02/2013 16:01

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From:

To: hkcode@dh.gov.hk

2 Attachments



Consultation Form for Trade - Easy Win & Co..PDF Comment on HK Code - from Easy Win & Co..pdf

Dear Sir/Madam,

Having consulted with Pigeon Corporation of Japan, the manufacturer of PIGEON brand baby products, we would like to submit our opinions and suggestions on the captioned issue as stated in the attachment with our utmost respect to the spirit of supporting breastfeeding.

Best regards,
Mak Wai
Easy Win & Co.

Consultation Form for Trade 業界諮詢意見表格

Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children

《香港嬰幼兒配方奶粉和相關產品及食品的銷售及質素守則》

Part I: Company Details 第一部份: 公司資料

Name in English 英文姓名:	<u>Mak Wai</u>	Name in Chinese 中文姓名:	<u>麥慧</u>
Position 職位:	<u>Manager</u>		
Name of Association/ Organisation/ Company 協會/ 機構/ 公司名稱	(English 英文)	<u>Easy Win & Co.</u>	
	(Chinese 中文)	<u>怡榮企業公司</u>	
Address 地址	(English 英文)		
	(Chinese 中文)	[REDACTED]	
Phone No. 電話號碼:		Fax No. 傳真號碼:	
Email Address 電郵地址:			

Part II: Your Views 第二部份: 您的意見

(Please attach extra sheets if necessary 如空格不夠填寫, 請另附紙)

(1) Scope & Definitions (Articles 2&3) 範圍及定義(守則第二及三條)

Views 意見:

(2) Information and Education(Article 4) 資訊及教育(守則第四條)

Views 意見:

(3) Promotion to the Public (Article 5) 向公眾推廣(守則第五條)

Views 意見:

(4) Promotion in Health Care Facility (Article 6) 在醫護機構進行推廣(守則第六條)

Views 意見:

(5) Information and Promotion to Health Worker (Article 7) 向醫護人員提供資訊及推廣 (守則第七條)

Views 意見:

(6) Labelling (Article 8) 標籤 (守則第八條)

Views 意見:

Details as per attached document.

(7) Quality Standards (Article 9) 品質標準(守則第九條)

Views 意見:

(8) Implementation and Monitoring (Article 10) 推行及監察(守則第十條)

Views 意見:

Part III: Specific Questions 第三部份: 指定問題

(Please attach extra sheets if necessary 如空格不夠填寫, 請另附紙)

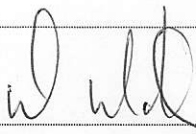
- (1) 製造商及分銷商應容許有充分時間來預備守則的推行, 您認為何時是最佳的推行時間? (可就不同條款提出不同推行日期)

Manufacturers and distributors should be given sufficient time to get prepared for implementing the Code. In your opinion, what will be the optimal time for the implementation? (You may wish to provide different time frame for different articles)

Views 意見:

1 year (12 months) will be a reasonable time for implementation.

Signature :



Date: February 28, 2013

Please return us this form on or before 31 December 2012 through any of the following means 請透過以下任何一項途徑於 2012 年 12 月 31 日或之前交回此表格:

Post 郵寄: The Secretariat Office, Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes, Family Health Service, Department of Health, Room 1308, 13/F, Guardian House, 32 Oi Kwan Road, Wanchai, HK
香港灣仔愛群道 32 號愛群商業大廈 1308 室家庭健康服務衛生署香港母乳代用品銷售守則專責小組秘書處

Fax 傳真: (852) 2574 8977

E-mail 電郵: hkcode@dh.gov.hk

Note : In providing us your views, please let us know in case you do not want to be attributed. Unless otherwise specified, all responses will be treated as public information and may be published in the future without further notice. 注意: 如不欲公開姓名, 請於提交意見時清楚表示。除非另加指明, 否則所有意見均視作公共資訊處理, 日後可能會在沒有通知下予以公開。

*** END***

Comments on The Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infant and Young Child

8.4.1(a)

This clause restricts the container or package of formula milk related products “may show one occurrence of either a company logo or trade mark of the product.”

As company logo may cover a variety of products supplied by a company while trademark is usually applied to specified products, consequently the simultaneous appearance of company logo and trademark on a package is not rare in consumer products. May we suggest an amendment of 8.2.1(a) (which 9.4.1(a) refers to) as “The container or package of formula milk related products ... may show a company logo and/or trademark of the product.”

8.4.1(b)(i)

This clause reads “Use of breastmilk substitute may put infant and children at risk of diarrhoea and other illnesses.”

It seems reasonable to let nursing bottle to be excluded from this clause based on the following reasons:

- Nursing bottle itself does not cause diarrhoea and other illnesses.
- Feeding formula milk is not the sole purpose of nursing bottle.
- Nursing bottle is also a tool for feeding pre-expressed breastmilk, which may not be alleged to cause diarrhoea and other illnesses.

8.4.1(b)(ii)

This clause states “Warning: ... If you use a feeding bottle, your baby may no longer want to feed from the breast.”

It seems the purpose of setting the “Warning” is for promoting breastfeeding. However, to emphasize plainly how harmful is using a feeding bottle may discourage a number of breastfeeding mothers in Hong Kong (especially the working mothers) who need to feed their babies by bottle filled with expressed breastmilk whenever they are at work or inconvenient to breastfeed directly. May the clause be elaborated as stated below?

Warning: ... If you have the intention to breastfeed your baby directly, you should be aware that after feeding by bottle filled with formula or expressed breastmilk continuously your baby may no longer want to feed directly from the breast.

8.4.1(c) Pacifier

It reads “Warning: Use of a pacifier can interfere with breastfeeding.”

With reference to a recent report published by the American Academy of Pediatrics on 30/4/2012, “New data do not support recommendation to restrict soothers in breastfeeding infants.”(<http://www.aap.org/en-us/about-the-aap/aap-press-room/pages/Researchers-Question-Pulling-Plug-on-Pacifiers.aspx>), it’s considerable to eliminate the controversial clause as cited above.

Printing format of 8.4.1

Required by Hong Kong regulation, the content of 8.4.1 should be printed in both English and Chinese. It will make the volume of printing bulky and may not be able to be prominently printed on container, package or label affixed on the product. It seems reasonable to suggest amendment to allow printing the content on a leaflet to be inserted to the product. (This suggestion is transmitted from the Safety Standard EN14350 for “Child Use and Care Articles – Drinking Equipment -“ adopted in Hong Kong, which allows to print “Instructions for use and Warning” on leaflet within the packaging provided an indication of such is visible at point of sale.)