



香港藥學會
The Pharmaceutical Society of Hong Kong
Kowloon G.P.O. Box 73552, Yau Ma Tei, Kowloon,
Hong Kong.
Society's Fax: (852) 2376-3091
E-mail: pharmacist@pshk.hk
Websites: <http://pshk.hk>

Secretariat Office
Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes
Family Health Service
Department of Health
Room 1308, 13 Guardian House
32 Oi Kwan Road
Wanchai
Hong Kong

4th February 2013

Dear Dr. Leung,

Public Consultation on “Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children”

The Pharmaceutical Society of Hong Kong believes that breastfeeding is the best choice for mothers and children. In circumstances in which breastfeeding is not possible, the choice of formula milk and food products for infants and young children should be based on scientific facts.

In recent years, there have been too much promotion and advertising of infant formula and follow-up formula with exaggerated claims. There is a need to provide unbiased informational and educational materials on breastfeeding, infant and young child feeding and nutrition to mothers and public at large.

We therefore support the **“Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children”** with the aim to protect breastfeeding and to provide safe and adequate nutrition for infants and young children.

Yours sincerely,

Mary Catherine Cheng
President
The Pharmaceutical Society of Hong Kong