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*Our Reference: 05-06/29*

Evelyn Volders  
Clinical Specialist Dietitian  
Royal Children's Hospital  
Flemington Road  
PARKVILLE VIC 3052

Dear Ms Volders

**Advertising of Infant Formula in 'Pregnancy and Birth' Magazine, June 2006,  
by Bayer Health Care**

On 9 August 2006 at its 60<sup>th</sup> Meeting, the Advisory Panel on the Marketing in Australia of Infant Formula (APMAIF) considered your complaint concerning the *Advertising of Infant Formula in 'Pregnancy and Birth' Magazine, June 2006, by Bayer Health Care.*

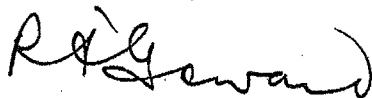
As Bayer Health Care was not a signatory to the MAIF Agreement at the time your complaint was lodged, the Panel found the company **not in breach** of the MAIF Agreement in this instance. However, Bayer Health Care has been informed that they would have been found in breach if they had been a signatory to the Agreement.

I wish to advise that the APMAIF wrote to Bayer Health Care informing them of the complaints received relating to the promotion and marketing of Novalac infant formula products directly to mothers. The APMAIF encouraged the company to adhere to the spirit of the MAIF Agreement while considering becoming a signatory to the Agreement.

The APMAIF also referred aspects of your complaint relating to Food Standards to the New South Wales Food Authority (NSWFA) which monitors the compliance of industries located in NSW to the Food Standards Code. The Panel has been advised that the NSWFA has investigated the matter and taken the necessary action.

On behalf of the Panel, I would like to thank you for your time in bringing this matter to the Panel's attention. Please do not hesitate to contact Ms Jacinta Dugbaza, APMAIF Secretariat on (02) 6289 5181 if you have any queries.

Yours sincerely



Ms Pru Goward  
APMAIF Chair

28 September 2006