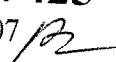


**Submission no. 425**

AUTHORISED: 20/6/07  -

**Subject:** re advertising of baby formulas

To the Chairperson and Committee Members,

I think manufactures of infant formulas should be able to advertise their products, so that mothers that can not breastfeed can make an informed choice as to what formula to use. Had they been able to advertise 25 years ago my child would not have been on cows milk when only 3 weeks old.

The reason this came about is because my milk went off which according to the baby clinic health professional can not happen. She still maintained this attitude when told that my child was bring back up what was she had just swallowed while still trying to feed.

I was given a trial size tin of formula and was told if my child did not take to it I would have to breastfeed, so after making 6 8oz bottles in 4 hours as well as giving my child boiled water, my child was still hungry so I rang my mother and the only things she knew how to dilute was carnation milk or cows milk but the only one she could remember how and when to increase the strength was the cows milk.

I was also told with my 4th child that the reason she was not putting on weight was because she was not breastfeed and also had reflux wrong on both counts she was lactose intolerant and as soon as my own doctor diagnosed this and we changed to Soya bean milk she thrived.

In my case the health professionals pushing that breast is best had such tunnel vision that my childrens health would have been put at risk if I had followed their advice instead of following my own instincts.

Thanking you for your time

Gayle Webb.