
STATUTORY INSTRUMENTS

1995 No. 77

The Infant Formula and Follow-on Formula Regulations 1995

Restrictions on promotion of infant formulae

- 19.** No person shall at any place where any infant formula is sold by retail—
- (a) advertise any infant formula;
 - (b) make any special display of an infant formula designed to promote sales;
 - (c) give away—
 - (i) any infant formula as a free sample; or
 - (ii) any coupon which may be used to purchase an infant formula at a discount;
 - (d) promote the sale of an infant formula by means of premiums, special sales, loss-leaders or tie-in sales; or
 - (e) undertake any other promotional activity to induce the sale of an infant formula.