

---

SCOTTISH STATUTORY INSTRUMENTS

---

**2007 No. 549**

**The Infant Formula and Follow-on  
Formula (Scotland) Regulations 2007**

**Restrictions on advertising infant formula**

- 21.**—(1) No person shall advertise infant formula—
- (a) except—
    - (i) in a scientific publication, or
    - (ii) for the purposes of trade prior to the retail stage, in a publication of which the intended readership is other than the general public; and
  - (b) unless the advertisement complies with the provisions of regulation 17(1)(e), (2), (3) and (4), regulation 19 and paragraph (2) and (3).
- (2) Advertisements for infant formula shall only contain information of a scientific and factual nature.
- (3) Information in advertisements for infant formula shall not imply or create a belief that bottle feeding is equivalent or superior to breast feeding.