
STATUTORY INSTRUMENTS

1995 No. 77

The Infant Formula and Follow-on Formula Regulations 1995

Restrictions on promotion of infant formulae

20. No manufacturer or distributor of any infant formula shall provide for promotional purposes any infant formula free or at a reduced or discounted price, or any gift designed to promote the sale of an infant formula, to—

- (a) the general public;
- (b) pregnant women;
- (c) mothers; or
- (d) members of the families of persons mentioned in sub-paragraphs (b) and (c) above,

either directly, or indirectly through the health care system or health workers.