

Look What They're Doing! Formula Marketing Assault on Exclusive Breastfeeding

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Marsha Walker, RN, IBCLC
Marshalact@gmail.com

Mellin's Food
for the **Baby**

Dorothy Ashley
Nursed at
the Breast

TWINS

Donald Ashley
Raised on
Mellin's Food

Look at this picture carefully; it is an unusually interesting one. When born these twins weighed within half a pound of each other. Dorothy, the one to the left, was nursed, while Donald was put on Mellin's Food. The above picture was taken when the twins were seven and a half months old and speaks for itself.

Food will cause him to develop perfectly and give him a strong, robust, well-nourished body.

We do not claim that Mellin's Food and milk is better than mother's milk, but we do claim, emphatically, that, if an artificial food must be used, Mellin's Food is the best artificial food in the world for babies.

This ought to convince you of the great merits of Mellin's Food. It ought to prove to you that, if you must raise your baby on the bottle, Mellin's Food will cause him to develop perfectly and give him a strong, robust, well-nourished body.

If you will send us your name and address, we will gladly send you a sample Bottle of Mellin's Food to try.

Mellin's Food Company, Boston, Mass.

When you write advertisers please say "I saw adv in G. H."

Figure 6.2. Mellin's advertisement. Source: *Good Housekeeping*, 44 (1907), advertisement section

Mention of products, images, or services are for educational purposes only and does not constitute an endorsement



I have nothing to disclose.

Why we care

- Formula marketing infects the marketplace with misleading advertising
- Places infant formula as equivalent to breastfeeding and breastmilk
- Neutralizes the promotion of breastfeeding
- Increases the risk of poor health outcomes for mothers and babies
- Preys on vulnerabilities of new parents
- Disguises marketing as creating a supportive family and a community of caring



Corporations escalate power by capturing policy

Formed trade associations, i.e. lobbying groups

Lobbying shapes international standards such as those from the Codex Alimentarius Commission and WHA and constrains implementation of the Code at national levels

- Codex is a collection of internationally adopted food standards and has 189 members including the US

The scope and strength of the Code is undermined by actions designed to weaken technical standards and norms for infant nutrition

1980: Industry forced the adoption of the Code as a “recommendation” not as a stronger “regulation” to appease the US government which financed 25% of WHO’s budget at the time

2016: The formula manufacturers’ lobbying group lobbied US officials to oppose WHA 69.9 which contained technical guidance regarding products marketed as toddler or follow-on formulas as well as a call to end all forms of inappropriate marketing

2018: Trump administration opposed WHA resolution which called for an end to all forms of inappropriate promotion. US delegates worked to water down wording and threatened to remove military support for Ecuador, the proponent of the resolution

Clinical formula trials can be manipulated for marketing purposes and may be unreliable

- Most formula trials:
 - have a high risk of bias
 - authors almost always report favorable conclusions
 - transparency is lacking
 - findings are selectively reported
- Given the lack of transparency about the aims of the trials and almost universally favorable conclusions, some trials might have a marketing aim and no robust scientific aim
- Participants in the trials may not have been adequately protected
- Many formula trials are funded by formula manufacturers
- In most recent formula trials, investigators were employed by, or had financial links to, the formula industry, who were often involved in the statistical analysis and writing
- Many formula trials are unpublished or unregistered
- Trial authors and funders are often reluctant to share protocols, and regulators do not share clinical study reports
- Many formula trials are not in the public domain

Helper et al. (2021), *BMJ*, 375, n2202

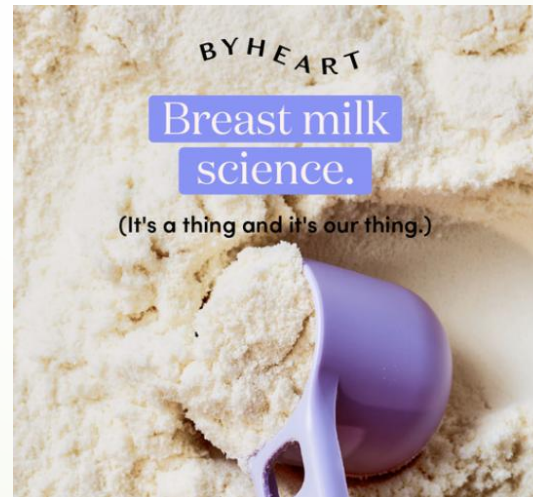
Capturing science and research

6

- Corner the research on infant formula through corporate nutrition research divisions
- Allows industry to shape infant nutrition, determine what babies are fed, and functionalize their products
- Interpret infant nutrition based on their formulations and additions of designer ingredients to drive sales by portraying their products as closest to breastmilk
- Make claims about health and developmental benefits of their products
- Shapes public opinion as formula being safe and scientific and detracting from the health implications and hazards of its use



\$41.99



Our Closest Formula to Breast Milk

\$28.12

Similac Pro-Advance® has 2'-FL HMO, a unique prebiotic that helps support your growing baby's immune system.

HOW IS ~~breast~~ feeding going?



Nearly 75% of U.S. parents will turn to formula within the first 6 months.¹

So why are we ashamed to talk about it?

**It's time to evolve the conversation.
We'll start.**



Marketing by capturing emotions

- Ad by Bobbi infant formula appeared in Sunday New York Times during World Breastfeeding Week August 2021
- Full page ad in Sunday New York Times costs ~\$250,000
- Undermines breastfeeding
- Undermines intention of World Breastfeeding Week
- White-washes the company's image, projecting it as protective, supportive, and giving permission to use formula
- Flaunts the Code
- Serves to make parents feel good about formula-feeding at the expense of breastfeeding

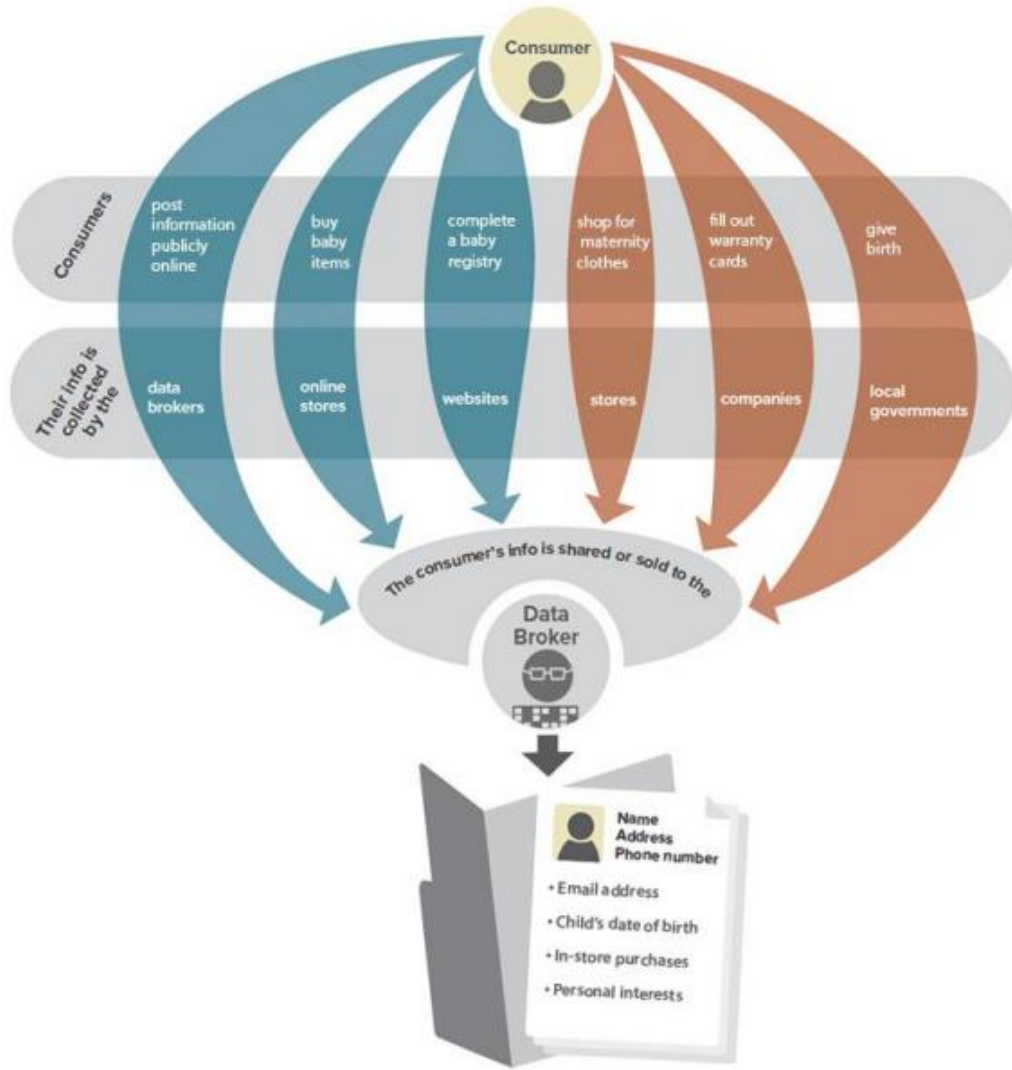
Formula marketing has gotten more sophisticated, technical, and effective

- Prior to 1980 most formula marketing was done through physicians and hospitals
- In the late 1980's Nestlé entered the US infant formula market and began advertising its Carnation brand infant formula directly to consumers
- Infant formula advertising began in parenting magazines, television, direct mailings, sampling, hospital discharge bags, and is now highly sophisticated and technical



Television ad 2000

Online (blue) and Offline (red)*



Digital advertising

- Consumer data is collected across connected devices, including smartphones, tablets, personal computers, smart televisions, and even smart watches and other wearables
- An inquiry online or pregnancy announcements can trigger targeted advertising for baby products on all of a person's digital devices
- Infant formula manufacturers and retailers collect consumer data themselves and may purchase data and ad-targeting services from data brokers
- Data collected from hospital baby photos, warranty cards, pregnancy or birth announcements online, maternity stores, when purchasing baby items with a credit card, from entering baby contests or signing up for baby related coupons, gifts, and baby registries
- Birth certificates are public records

Making marketing even more effective

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This message was sent to Marshallact@aol.com
To advertise in this publication please [click here](#)

Majority of HCPs
surveyed have added or plan to add
to their NICU Formulary*

[Learn More](#)

n=124 * Data on file.



 **National Association of Neonatal Nurses**

NEONATAL NEWS

January 13, 2022

 **Reduce the risk for IVH/PVL/CLABSI With One Device:**
The Hummingbird Micro Blood Draw Device From Kentec Medical

- Standardized Closed System (UAC's, PAL's, UVC's)
- Fluid Movement Reduction • Needleless System
- No Blood Exposure

 **KENTEC MEDICAL, INC.**

[LEARN MORE](#)

NANN UPDATES

DEADLINE EXTENDED: 2022 Conference Call for Abstracts



NANN
There's still time to submit an abstract for NANN's 38th Annual Conference in Las Vegas, Nevada! The




 **38TH ANNUAL CONFERENCE**


- Predictive analytics
 - Identify consumers who are most likely to purchase infant formula
- Artificial intelligence
- Machine learning (learns buying habits and offers you targeted ads)
- History sniffing (captures web browsing data)
- Advertising on third party websites
- Similac, Gerber, and Enfamil average about 16 to 17 million banner ad views per month on third-party websites
- Cookies (used to create user profiles about a user's surfing behavior)
- Tracking pixels (a small nearly invisible graphic that sends personal data on how a user interacts with a website. Tracks consumer behavior so targeted ads can be sent to a particular user)

Appeared on my
Facebook feed <3 minutes
after visiting Similac
website

- Amazon.com, Facebook.com & Walmart.com are the leading third-party websites hosting ads for baby and toddler food and drink
- Facebook and Instagram feeds contain direct purchase links to easily buy formula
- Facebook and Google prohibit tobacco advertising but do not restrict infant formula advertising

Similac US  Sponsored · 



Get  Free samples  Savings on Similac  Digital offers when you join Similac Rewards!






[HTTPS://WWW.SIMILAC.COM/STRONGMOMS.HTML](https://www.similac.com/strongmoms.html)

Join Now & Save! Sign up

Get up to \$400* in benefits

  159 64 Comments 34 Shares

 Like  Comment  Share

Evaluative conditioning

Pairs things in hopes that the positive or negative associations of one will rub off onto the other

If you buy this

- ➡ Advertisers have found that a quick way to win love for their product is to position it alongside something or someone people already love
- ➡ Image transfer

You get this



Making marketing even more effective

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Social Proofing

- Evidence that other people have purchased and found value in a product or service
- People are more likely to purchase a product that others are already buying (jump on the bandwagon effect)
- A way to increase conversions by showing customers how popular a product is
- Customer testimonials, product reviews, quantifiable data (over 50,000 downloads)
- Displaying social media follower accounts
- Taps into the basic instinct to follow the actions of others, builds trust, and lowers barriers to making a purchase

Pain Points

- Leveraging pain
- Specific problems that customers are experiencing
- Lack of sleep
- Pain with breastfeeding
- Time crunch
- Worry about sufficient breastmilk
- Crying baby
- Guilt
- Return to work
- Lack of family leave
- Mental health
- Marketing to emotions
- Help convince parents that they have a problem
- Convince them that formula will help solve it

Social proofing

Babies love Bobbie. Parents do, too.

See what our happy Bobbie families have to say.

★★★★★ 5.0 (765 reviews)

Sort By: ▾

Write A Review



Molly

3-6 months

02/05/24



BABY LOVES IT!

We have experimented with a few different formulas and found Bobbie to be the best for happy and healthy baby. We like that we can either rely on the subscription or pick up at Target! We did try another more mainstream formula and it gave our baby terrible stomach gas, so we're happy that we found Bobbie. We found any issues we had to be quickly [...Read More](#)



Crystal Y.

9-12 months

02/05/24



THE BEST!

I started combo feeding at four months, and it has been a great experience. My little one, has been so happy and never had any problems. I love the story of Bobbie and how it all began, I also had multiple friends recommend Bobbie. We are both very happy with our formula experience. Thank you Bobbie!

Ratings & Reviews

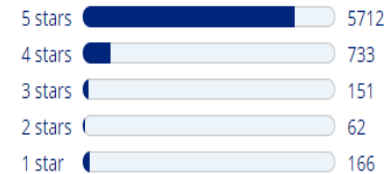
See what other parents are saying about
Enfamil® NeuroPro™ Infant Formula

Reviews



Rating Snapshot

Select a row below to filter reviews.



Overall Rating

4.7 ★★★★★
6824 Reviews

4517 out of 4656 (97%) reviewers recommend this product

Review this Product



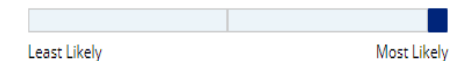
Adding a review will require a valid email for verification

Average Customer Ratings

How was your Shopping Experience? Online Shopping Experience (if you bought on Enfamil.com)



How likely are you to purchase from Enfamil Online Shop?



Pain Points

Real families. Real results.



So many of us feel guilty for not being able to 100% breastfeed, but at the end of the day, a fed baby is a happy baby.



@livelytable

Our **ALL IN ONE** Gentle Formula

designed to help reduce fussiness, crying, gas, & spit-up in 24 hours



Pain Point of Guilt

 FASHION BEAUTY CULTURE NEWS & POLITICS HOROSCOPES

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[Life & Love](#) > [Opinions & Features](#)

Bobbie CEO Laura Modi Wants to Fix Parenting—Through Formula

Her brand helps take the guilt out of modern parenthood.


AS TOLD TO ADRIENNE GAFFNEY PUBLISHED: JUN 10, 2024 9:00 AM EDT

Save Article

Pain point of sleep

ByHeart
May 10 at 6:16 PM · 🌐

Moms do it all, ByHeart does too! With clinically-proven* benefits like easy digestion, less spit-up, softer poops and longer stretches between nighttime feeds at 4 months.
*Compared to a leading infant formula




More time available for catching extra ZZZ's.

Clinically proven longer stretches between nighttime feeds at four months versus a leading infant formula

BYHEART.COM
Never skim.
Available now!

[Shop now](#)

Playtex Baby 
Sponsored · 🌐


👉 Calling All Moms: Ready for peaceful nights and a happy, content baby? 🤍💤 Introducing Nurser Bottles with Drop-Ins® Liners – the buzz among new moms!

👤 NATURALATCH COMFORT™ silicone nipples guarantee a natural latch, ensuring a seamless feeding experience.

🚫 No more colic, gas, or fussiness! Our liners, inspired by mom's breasts, create a serene feeding environment.

💚 Experience hassle-free, clean feeds tailored for busy, loving moms on the go.

Transform feeding into joyous moments! ❤️ Discover the difference at www.playtexbaby.com.



Playtex Baby Bottles with Drop In Liners

Pain point of fear



Amber Rose PR with ByHeart.

Sponsored · 🌐



ByHeart Infant Formula's patented protein blend gets closest to breastmilk by featuring the two most abundant proteins found in breastmilk: alphasalac and lactoferrin.

[#byheartadvocate](#) [#sponsored](#)

As a breastfeeding mama 🍼, it's important to me that I have a backup plan just in case something happens that may require me to switch to (or supplement with) formula. ByHeart checks all the boxes for me, especially being the ONLY new infant formula brand to add a comparison to breastmilk in their clinical trial! 🍼

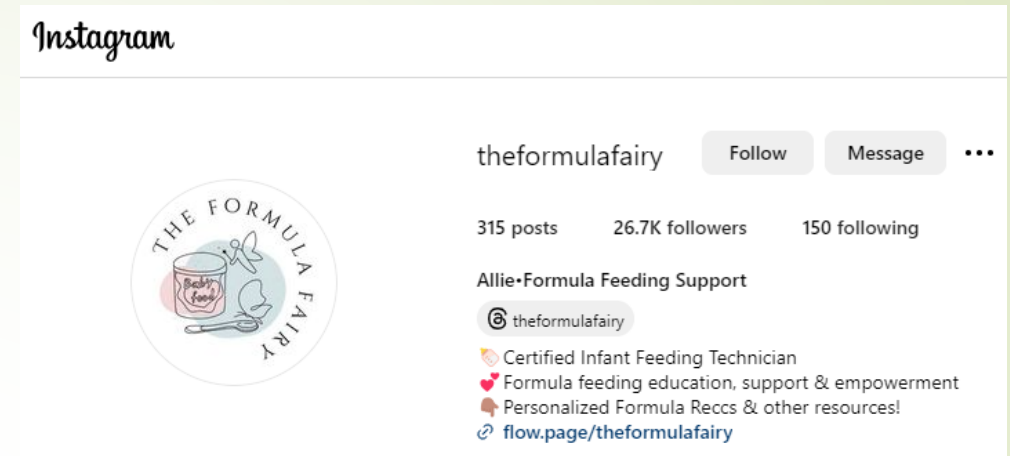
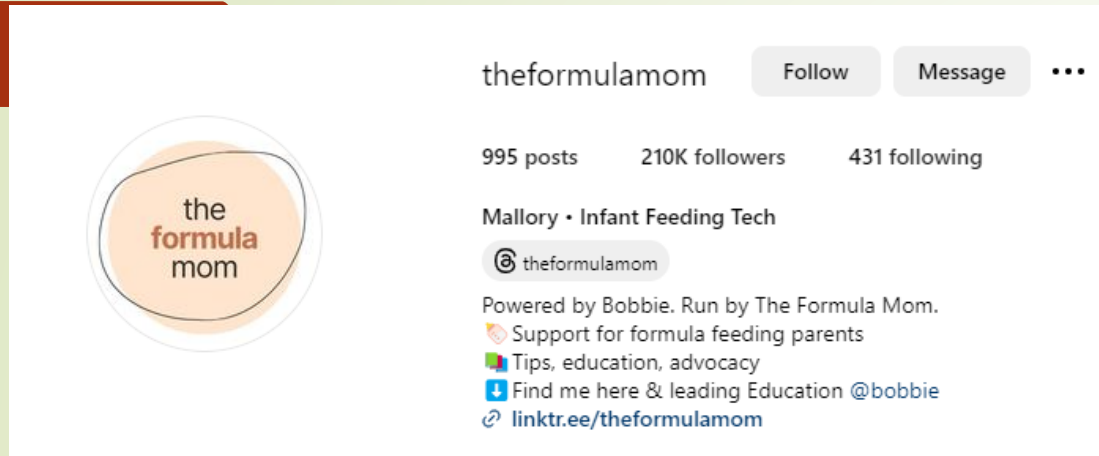
If you're looking for a backup plan, or simply trying to choose the best formula for your baby, now is the perfect time to give @ByHeart a try! Enter **AMBERP15** at [ByHeart.com](#) for a special BOGO FREE offer available to my friends! 💚💛💙💜
(That's only \$42 for 🍼 TWO cans!)

LIMITED TIME OFFER. First time customers only. Limit (1) per mailing address. See full terms at: [byheart.com/pages/aff152311](#)



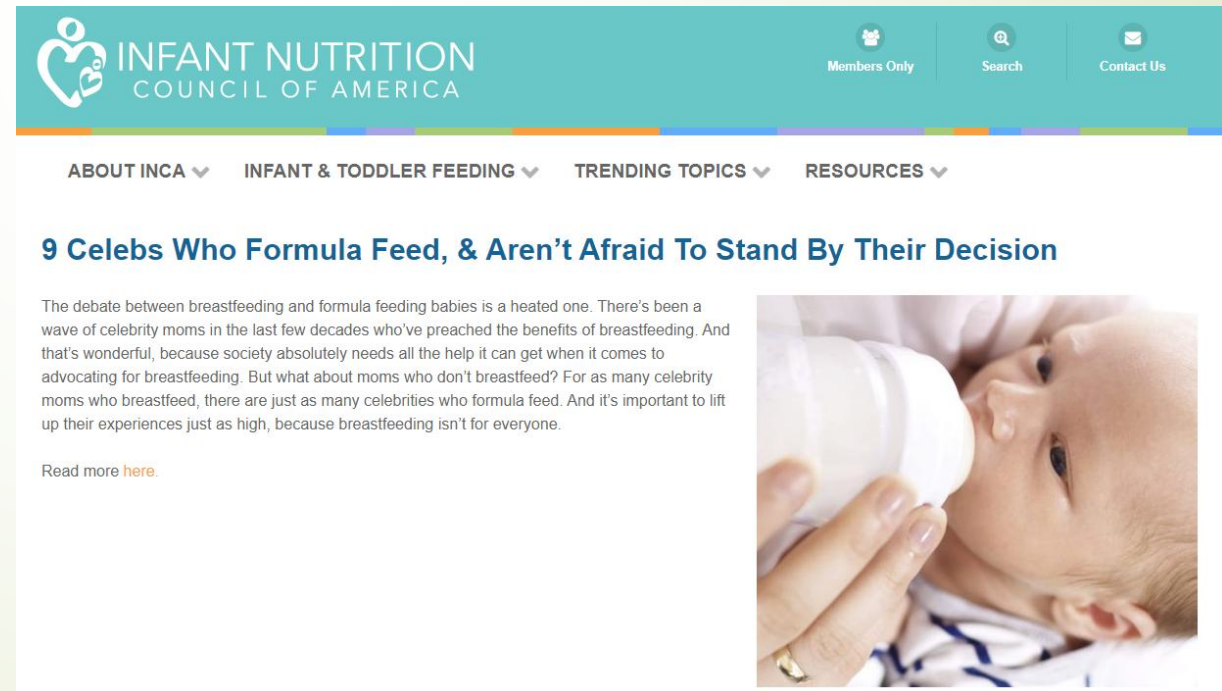
formula was an
easy choice.

Social media influencers and celebrities



Bobbie's "Parents Push Harder" spot features new mom Naomi Osaka. Credit: Bobbie

Direct-to-consumer formula brand Bobbie is featuring tennis champion Naomi Osaka in "Parents Push Harder," its first major TV campaign, airing Sunday on ESPN during the Australian Open, which



Buying bots and Instagram followers

The image displays a promotional interface for purchasing Instagram followers. It consists of five green cards arranged horizontally, each representing a different quantity of followers. Each card includes a discount percentage, a crossed-out original price, and a 'Buy Now' button. A star icon is visible on the top left of the first card.

Followers	Discount	Original Price	Current Price
2500	89% OFF NOW	\$225.00	\$24.75
5000	91% OFF NOW	\$450.00	\$39.50
10000	93% OFF NOW	\$900.00	\$59.00
25000	93% OFF NOW	\$2,250.00	\$145.00
50000	93% OFF NOW	\$4,500.00	\$285.00


Paid influencers




"It doesn't matter how you feed your baby"

About this partnership ×

This post paid for by ByHeart
ByHeart compensated Caroline in the Suburbs to share this post. Branded content lets creators partner with brands to promote products or services.

 **Caroline in the Suburbs**
Creator

 **ByHeart**
Brand

[Learn more](#)

Paid Influencers

➤ Bobbie Baby Organic Infant Formula TV Spot, 'Getting Over Stigma' Featuring Ashley Graham

➤ "Supermodel mom Ashley Graham shares her experiences with having difficulties with breastfeeding her babies. She was able to get over the stigma that breast milk is best and was able to feed her babies Bobbie formula."



TikTok

Google

TikTok infant formula

All Images Videos News Shopping Books Maps More

About 1,180,000 results (0.38 seconds)

www.tiktok.com › video

Outrageous Baby Formula Price Hikes! Why is it \$3.00 More?

55.2K Likes, 8.4K Comments. **TikTok** video from Tiffany & Ivan the great (@flippymama): "Discover the shocking price hikes on **baby formula** and ...

TikTok · flippymama · Feb 20, 2024

www.tiktok.com › video

👶 **Baby Formula** 👶 #babyformula #babytok #babyfood ...

mother's **milk**. well that sweetness is lactose. this is the opposite of that GMO corn syrup. which is addictive and lights up your brain in the ...

TikTok · bobbyparrish · Nov 29, 2022

www.tiktok.com › video

Aside from being more intensely regulated, this formula beats ...

8.1K Likes, 473 Comments. **TikTok** video from Chinomso (@mama.momentum): "Aside from being more intensely regulated, this..."

TikTok · mama.momentum · Apr 20, 2023

www.tiktok.com › video

The best formula hack #mom #momhack #hack #momlife ...

1.8K Likes, 162 Comments. **TikTok** video from Lisa Flom (@ljflommom): "The best formula hack #mom #momhack #hack #momlife #**baby formula** ...

TikTok · ljflommom · Oct 13, 2023

www.tiktok.com › video

Is it okay to formula feed my baby? The answer is YES!!!! The ...



TikTok video from Ari Brown MD pediatrician (@aribrownmd): "Is it okay to **formula feed my baby**? The answer is YES!!!! The ultimate goal is ...

TikTok · aribrownmd · Jan 11, 2024

www.tiktok.com › video

Better baby formulas for crunchy and non toxic moms ...



Better **baby formulas** for crunchy and non toxic moms · recommend-cover. Cris Miranda 🌟 · 5362 · recommend-cover. Bobby Parrish. 26K ...

TikTok · iamjasyra · Sep 30, 2023

www.tiktok.com › video

Reply to @shannon_cain #babyformula #babiesoftiktok #infant



Reply to @shannon_cain **#babyformula #babiesoftiktok #infant** ; Food Science Babe. 117.7K ; BobbieBaby. 1342 ; Kae. 7861 ; Mother's Nutritional...

TikTok · thechubhouse · Mar 27, 2022

www.tiktok.com › video

#momsoftiktok #tiktokmom #formula #baby #babiesoftiktok ...



19.4K Likes, 317 Comments. **TikTok** video from Victoria (@toriyav): "#momsoftiktok #tiktokmom **#formula #baby #babiesoftiktok #fedisbest #fyp...**

TikTok · toriyav · Feb 16, 2022

If it's on social media, it must be true

- Most US parents use YouTube and Facebook, and nearly half use Instagram

- 80% of US parents who use Facebook engage daily

- Younger parents appeared more likely to use several platforms, especially Instagram, Snapchat, and TikTok

- Many use social networking sites

Table 2. Use of Social Media Platforms Among US Women Aged 18 to 39 Years^a, Overall and by Parenting Status and Age, Pew Research Center January 2021 Core Trends Survey

Social media platform	All women aged 18–39 y	Parenting status		Age, y	
		Parent	Not a parent	18–29	30–39
	Weighted % (95% CI)				
YouTube	92 (87–97)	91 (84–99)	93 (87–98)	91 (84–98)	93 (87–99)
Facebook	84 (78–90)	91 (83–99)	79 (70–88)	83 (73–93)	85 (77–93)
Instagram	65 (56–73)	58 (45–71)	69 (59–80)	77 (66–88)	54 (43–65)
Pinterest	47 (39–56)	43 (30–56)	50 (39–61)	54 (42–67)	41 (30–52)
WhatsApp	26 (19–34)	27 (15–39)	26 (16–36)	25 (14–37)	27 (17–37)
Snapchat	52 (44–61)	41 (28–54)	60 (50–71)	78 (67–89)	30 (20–41)
Twitter	31 (24–39)	22 (11–33)	38 (27–49)	45 (32–57)	20 (11–28)
TikTok	41 (33–49)	35 (23–48)	45 (34–56)	58 (45–70)	27 (17–36)
Reddit	23 (16–30)	14 (5–24)	29 (19–39)	26 (15–37)	21 (12–30)

^a N = 147 women.

Waring et al. (2023). *Prev Chronic Dis*, 20, 220194

Formula marketing and claims are effective

Romo-Palafox et al. (2020). *Matern Child Nutr*, 16, e12962

Online survey of 1,645 U.S. caregivers

TABLE 2 Caregivers' agreement with expert recommendations and marketing claims

Infants: 6–11 months (n = 544)			
Expert recommendations	Disagree (%)*	Neutral (%)*	Agree (%)*
It is best to breastfeed infants until they are at least 12 months old.	7	12	81
Breastmilk provides all the nutrition a child under 6 months needs.	4	6	90
Marketing claims			
Infant formulas can provide nutrition that babies do not get from breastmilk.	27	12	62
Infant formulas can be better for babies' digestion than breastmilk.	31	17	52
Infant formulas can be better for babies' brain development than breastmilk.	33	16	52
Infant formulas help babies grow	5	11	84
All toddlers: 12–36 months (n = 1,066)			
Expert recommendations and product information	Disagree (%)*	Neutral (%)*	Agree (%)*
Children under age 2 years should not consume any drinks with added sugars.	10	15	76
Children between 1 and 2 years old should drink plain whole milk.	12	15	73
Toddler formulas or powdered milks often contain added sweeteners.	11	17	72
Marketing claim			
Toddler formulas or powdered milks provide nutrition that toddlers do not get from other food and drinks.	9	31	60

Yes, formula marketing works!

Parry et al., 2013

Get peace of mind with
Our Closest Formula to Breast Milk



“Whose breastmilk is in the formula?”

After viewing marketing ads mothers reported

- Concerns that the featured scientific ingredients were not in breastmilk
- That their milk might not change in response to infant's changing needs
- “It's powdered breastmilk”
- Formula was a medical solution to normal infant issues
- Conveyed the expectation of breastfeeding failure
- Exclusive breastfeeding is not important
- Infant formula is equivalent to breastmilk

Claims influence feeding and purchasing decisions

Malek et al. (2019). Public Health Nutr, 22(2), 272-286

- Interpreted immunity claims to mean their baby can receive the benefits even though they are not breastfeeding
- Claims didn't make formula seem so bad
- Topping off breastfeeds with formula was OK
- Claims alleviated guilt about choosing to formula feed
- Health claims were easier to understand and more meaningful than nutrition content claims
- Claims about brain development, sleep, and immunity were especially appealing



Combination feeding

28

Capturing the breastfeeding market by redefining infant feeding

- Normalization of trends
- Desensitization to breastfeeding promotion and benefits
- Habituation to infant formula as the norm, everyone does it
- Partnerships among infant formula manufacturers, breast pump companies, healthcare platforms, and retailers
- Promoting combo feeding to create a formula market where none existed before
- Convince mothers that combination feeding is what everyone does
- Bobbie infant formula and Elvie breast pump display at Target
- “Address the reality of modern feeding journey” by changing the narrative



80% of parents use formula
70% are combo feeders

Bobbi infant formula, Willow, SimpliFed

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- “The State of Feeding 2024” marketing survey of their customers
- “Our three brands have unique insight into the day-to-day realities of what feeding actually looks like today. By coming together, Bobbie, Willow, and SimpliFed are showcasing the State of Feeding in 2024 to redefine expectations and better equip parents for the journey ahead.”
- “Combo feeding may also help you extend your breastfeeding journey, or even enjoy breastfeeding more. At its core, combo feeding celebrates your best, by rejecting the idea that feeding your baby looks like exclusively breastfeeding or formula feeding.”
- Bobbie-infant formula company new to the market and needing a hook to boost sales and using combo feeding to do this
- Willow-breast pump
- SimpliFed-virtual healthcare platform



Access to Formula + Pumps

75% of SimpliFed patients supplement with expressed breastmilk and/or infant formula. We make it easy to get affordable access to both pumps and formula.

SimpliFed

Q Search

How It Works

Pricing

Resources

Feeding your Baby with Formula and Breastmilk

It's normal to feed your baby both breast milk and formula, and doing so shouldn't decrease your milk supply.

SimpliFed can help you create a personalized plan to introduce formula and breastmilk to your baby in an easy, stress-free way. Our providers will offer judgement-free guidance and support throughout the entire process, giving you the confidence to make the best decisions for you and your baby.

If you have any questions or want additional support, our licensed baby feeding experts are here to support you.



Combo feeding and formula companies hijack exclusive breastfeeding

- Formula companies frame exclusive breastfeeding as the problem
- Formula is positioned as the solution
- Exclusive breastfeeding is under siege

SLATE News & Politics Culture Technology Business Human Interest

CAREFULLY STAGE-MANAGED SOUL-SEARCHING

STATE of MIND

I Always Pictured Breastfeeding My Kids. Then My Psychiatrist Recommended Against It.

I was never taught about the mental health risks of breastfeeding—until I had to live them.

BY DEVIKA BHUSHAN FEB 07, 2024 • 10:00 AM



THE BENEFITS OF COMBO FEEDING

- GET YOUR ZZZ'S IN
1 bottle of formula may just equal 1 or 2 hours of extra rest.
- MORE FAMILY TIME
Take turns with your partner or caregiver.
- NO NEED TO PUMP WHILE WORKING
Moms can have a career too!
- FLEXIBILITY FOR MOM
More time with baby, self care, & rest.

How Supplementing Helped These Moms Breastfeed Longer

Eight out of 10 new moms say supplementing with formula allowed them to breastfeed longer than nursing alone. Does research back up this feeding choice?



Offering both breast milk and formula may help you stick with breastfeeding surprisingly longer than nursing alone. Here's how it works.

When it comes to breastfeeding vs. formula, don't get hung up on that middle word, versus. There's a third option that can work surprisingly well: feeding your baby breast milk and formula.

Many nursing moms find success by [supplementing with formula](#). In one survey, 9 out of 10 moms said this feeding choice gave them and their babies the benefits of breast milk and the flexibility of formula. Eight out of 10 said supplementing with formula allowed them to breastfeed longer than nursing alone.

Approaching parents about formula marketing

- What have you heard about infant formula?
- Have you received free formula company gifts or coupons
- Can you find a couple of claims that might be a little exaggerated or that would tip you towards buying a particular brand of formula?
- What sounds fishy about formula ads and claims?
- The sniff test
- Can make it a game
- Is the marketing irritating to you?
- But not preachy or radical sounding!

➤ Ready to combo feed with Bobbie?

“Combo feeding also celebrates your best, by rejecting the idea that feeding your baby looks like exclusively breastfeeding or formula feeding.”



Here's our peace of mind promise:

- 🔒 Lock-in inflation-proof pricing for the duration of your feeding journey
- 📅 We plan for all the formula your baby will need until their first birthday
- 💚 Flexible subscription you can modify, change, or cancel anytime
- 📱 Digital access to expert-led sessions for new parents on feeding + their first year
- 🛍️ Discounts on brands you love: Lovevery, Coterie, Hatch, + more

Right now, get 10% off each month of your subscription + free shipping for your entire feeding journey! (You'll save \$250+.)

bobbie.

Subscribe to more peace of mind.

- ✓ Inflation-proof pricing
- ✓ Guaranteed stock for the first year
- ✓ Easily modify your subscription via text



HIBOBBIE.COM

Get 10% Off Your Bobbie Subscription

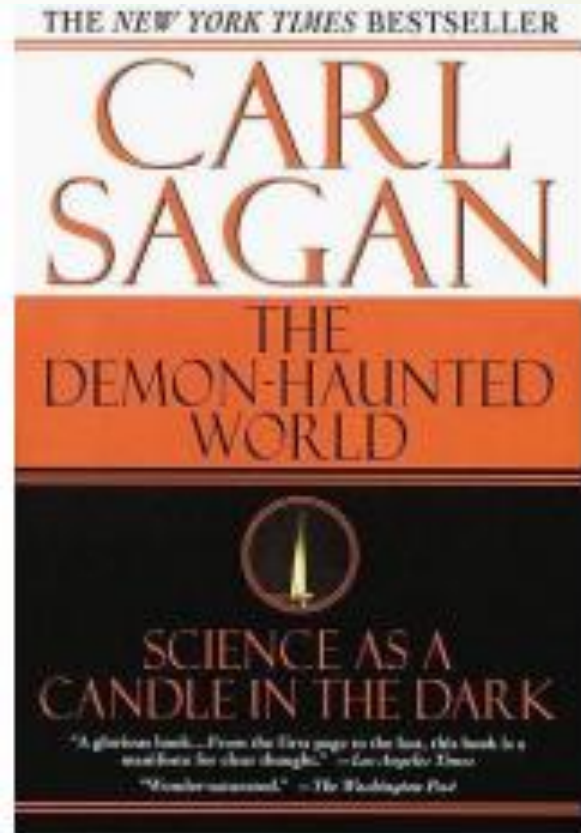
Subscribe, sip, and save.

[Shop now](#)

With profuse apologies to Dr. Carl Sagan



- “The fine art of baloney detection”
- Looks at the types of deception from a scientific standpoint
- How can we equip parents to recognize and resist deliberate manipulation, deception, and outright falsehoods?
- He devised what he called “The baloney detection kit”



Baloney Detection Kit

- Persuasion resistance
- Avoid smiling at ads
- Check the facts (are there any?)
- Is it too good to be true?
- Look at it objectively
 - Try to perceive information with your mind, not feelings
- Can the pain point be addressed without formula?
- Check if the social media influencers are paid to market the product



Baloney Detection Kit

Beware of clickbait tactics used in digital marketing campaigns designed to entice people into clicking on ads with sensational headlines that may not reflect reality once they reach the advertisement's landing page or website

- ▶ Plays on need for instant gratification
- ▶ Look for disclosure statements
- ▶ Use techniques to avoid being manipulated
 - ▶ Don't believe everything you see and hear, especially on social media
 - ▶ Pay attention to your emotions
 - ▶ Install ad blockers on your computer and smart phone
 - ▶ If you feel pressured or manipulated speak with a healthcare provider
 - ▶ Beware of unsubstantiated statistics (80% of parents use formula)
 - ▶ Watch for half truths ("clinically proven" without studies to verify the claim)
 - ▶ Beware of vague wording (Many, most, some, significant number)



Baloney Detection Kit

- Are you being bribed with free gifts, coupons, rewards, or free formula?
- Beware of affiliations with celebrities or with causes
- Ignore marketing techniques such as:
 - Assigning expertise (“as a mother you know that...”) as it reduces the perception of persuasive intent and lowers resistance to purchasing the product
 - Emphasis on safety
 - Comparison with breastmilk

ON SALE ➤ NEXT GEN SALE ➤ NEXT GEN SALE ➤ NEXT GEN

Welcome 2025 with up to 25% off*

The next generation of baby formula is here



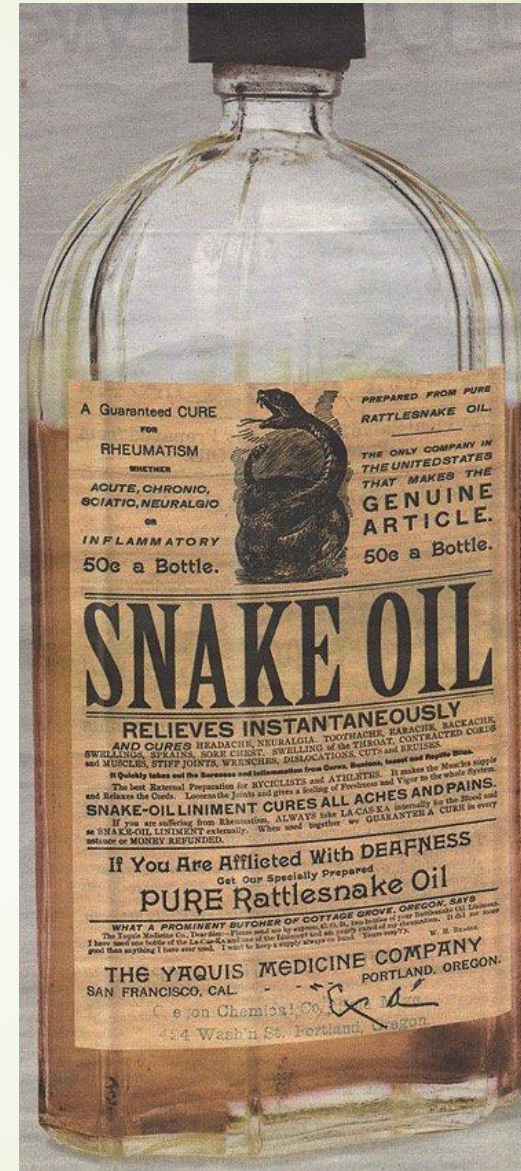
LIMITED TIME OFFER. *25% discount only applicable when purchasing 6 cans.
Up to a limit of 6 cans during the Promotion Period. Limit one (1) per mailing address.
See full terms at: <https://byhrt.co/jan25>

What else can parents do?

- Users (parents) can deselect “Interest” categories like “Infant Formula” that have been assigned to them by Facebook
- Facebook users can indicate that they do not want advertisers to target them by using profile information about “Relationship Status” and “Job Title”
- Engage opt-out technology
- Block third-party trackers
- Turn off location settings
- Clear browser cookies
- Use an ad filter on your browser
- Delete your information from data brokers
- Use ad blockers
 - Remove known spyware and adware from your browser and applications
- Don't stay logged in to your Google account
- Use a virtual private network (VPN) to hide your internet activity from prying eyes
- Understand that you are being targeted

Plant the seed


- ▶ Does the ad:
 - ▶ Make you feel something (relief, sense of belonging, happiness)
 - ▶ Pay celebrities to promote the product and make it more attractive
 - ▶ Link an idea with a product (combination feeding is the norm and being done by everyone)
- ▶ Is the product promotion giving you something for free (free stuff increases the price of the product)
- ▶ How real is the lifestyle portrayed in the ad
- ▶ What does the small print say



Ask Facebook and Google to address infant formula in their advertising policies

- Both companies have the capability to restrict infant formula advertising on their platforms like they do for tobacco advertising
- These advertising policies operate parallel to the WHO's Framework Convention on Tobacco Control, and its Recommendations on the Marketing of Foods and Non-Alcoholic Beverages to Children
- Like tobacco marketing and food marketing to children, infant formula marketing has been deemed harmful enough by WHO to warrant a moratorium on advertising to the general public.
- These ads should also be restricted on Instagram





FDA lacks authority to enforce guidelines

We could work to change the law and require pre-market approval by the FDA of any structure/function claim

The FDA should require submission of substantiating data which should be made available to the public

Leverage the WIC program to only purchase infant formulas that were approved by the FDA as having high level validation of any claims

Ask physician offices to cease formula giveaways

Display on check-in counter in
pediatric office



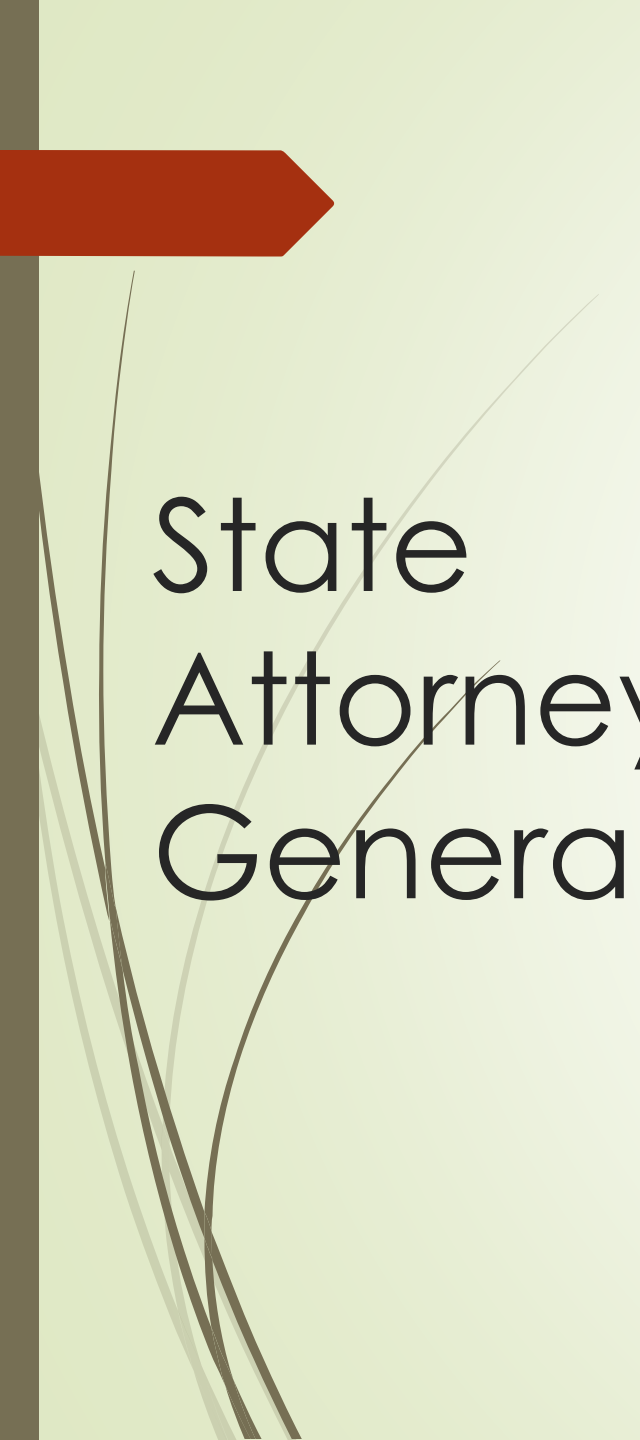
OB office: "Please help yourself to formula samples"

Complain to the Better Business Bureau

- File a complaint with the Better Business Bureau
- It's National Advertising Division (NAD) is the investigative arm charged with monitoring and evaluating truth and accuracy in national advertising directed towards consumers age 12 and over
 - <https://bbbprograms.org/programs/all-programs/national-advertising-division>

Issues We Examine

NAD's legal team specializes in examining advertising claims for a diverse set of goods and services like telecommunications, infant nutrition, over-the-counter medication, and dietary supplements for a wide variety of issues from product efficacy to influencer marketing and the use of consumer reviews.



State Attorneys General

From March 2015 to April 2017, Abbott sent 200,000 marketing surveys to residents of New York under a bogus institute name asking if infants had been breastfed and if formula-fed, the name of the formula

The letter suggested that the institute conducted monthly surveys to understand infant nutrition. It went on to urge consumers to complete the survey to help with “important research.”

State attorney general investigated and under the settlement Abbott is required to accurately disclose the purpose for which survey information is sought, and it is prohibited from falsely representing that surveys are being conducted for scientific study, pay \$50,000 in costs and disclose at the top of any survey either its name or the name of any third-party conducting market research on its behalf.

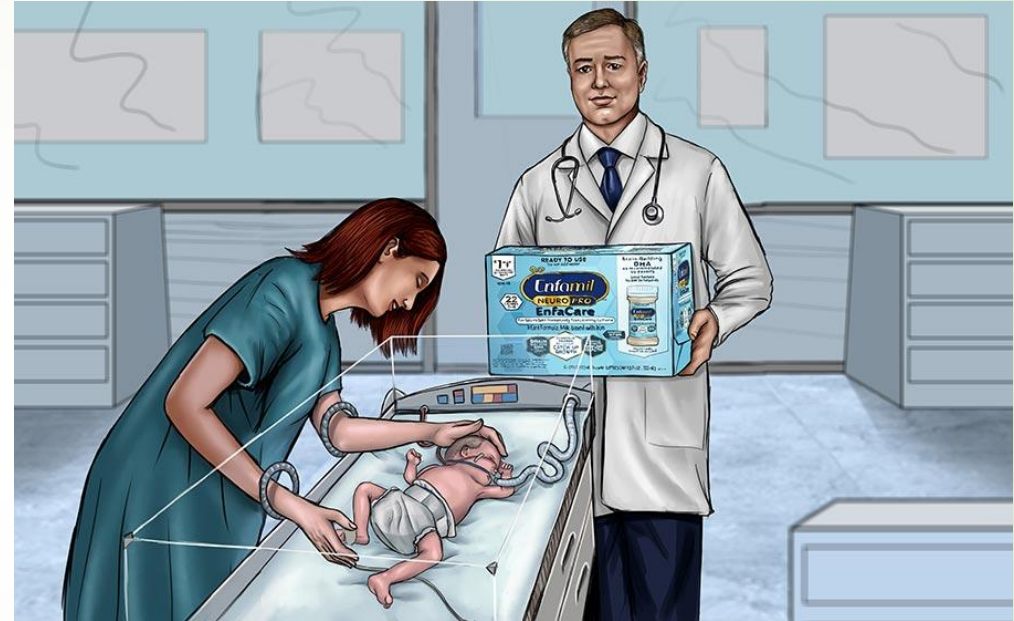
Ask state attorneys general to investigate infant formula marketing in their state

File a complaint regarding deceptive marketing practices with your state attorney general/consumer protection agency

In the hospital

45

- Talk with the ethics department, corporate compliance department, hospital attorney, purchasing department, quality assurance department, risk management department, and administration regarding discharge bags, accepting free formula, education, supplies, services, and becoming a Baby-Friendly hospital
- Avoid conflict of interest situations by refusing food, educational offerings, and gifts from formula salespeople
- Check other areas of the hospital where formula marketing might occur
 - Ultrasound department
 - Emergency department
 - NICU
 - Nutrition/dietetics department



Baby formula manufacturer ordered to pay \$60M to parents after they were found liable for putting preemies at increased deadly disease risk



What can we do as advocates?

- Contact pediatric, OB, midwifery, and family practices as well as clinics to leave your information for patient referral
- Offer these entities a one hour “lunch and learn” session on breastfeeding management
- Check out what is being given to patients at these offices
- Offer to provide alternatives to any formula or feeding bottle-sponsored information
- Offer “coupons” for **your** services

What can we do?

The conversation does not need to “evolve”



California Breastfeeding Coalition Official Statement

Recent Bobbie Formula Advertising

The California Breastfeeding Coalition (CBC) stands firmly in support of families navigating their breast and chest feeding journeys with informed choices and unbiased information. Bobbie formulas marketing do not provide families with a comprehensive understanding of their feeding options. We believe that this approach can be viewed as predatory, as it potentially influences parental choice through partial or selective information.

As advocates for health and informed decision-making, CBC condemns any marketing that might obscure the full spectrum of knowledge families deserve when considering nutrition for their children. We urge all companies to uphold the highest standards of transparency and fairness, ensuring that caregivers have access to the facts needed to make the best decisions for their families' health and well-being.

If you would like additional information on ethical promotion of foods for infants and young children, check out the [World Health Organization's guide](#).

You can also check out the video we released early last week with CBC Executive Director, Jasmine Pettis Marquez, MPH, IBCLC. You can find it on both [Instagram](#) and [LinkedIn](#).

If you are interested in learning more about ethical marketing of food for infants and young children please feel free to comment or leave us a DM. We would be happy to provide resources.

#breastfeeding #ethicalmarketing



California Breastfeeding Coalition on LinkedIn

<https://www.linkedin.com/feed/update/urn:li:activity:718648330>

Thanks
for
caring!

