**Summary for 19th meeting (11 February 2015):**

The Compliance Panel (The Panel) met to determine two complaints. Both of the complaints (Ministry of Health Complaint #06-2014-06 and #06-2014-07) were against an infant formula company and concerned online advertorials about infant formula as well as information on the company’s product website.

The complaint decisions from the 18th meeting, held on 19 November 2014, have been finalised and a summary is provided here.

Ministry of Health complaint number 06-2014-02

The Panel found Fresco Nutrition (Fresco) in breach of Articles 5.1 and 5.5 of the Infant Nutrition Council Code of Practice for the Marketing of Infant Formula in New Zealand (INC Code of Practice) (2012) for placing an editorial for its Goat milk formula on the Kidspot website, a pregnancy and parenting website. In relation to Fresco’s own website, the Panel found Fresco in breach of Articles 4.1 and 8.2 of the INC Code of Practice for the provision of educational material that is contrary to the policies of the health care system. Fresco acknowledged that it had breached the INC Code of Practice and has removed the editorial from the Kidspot website. The Panel requested that Fresco also remove the content on its website that is related to a breach of Articles 4.1 and 8.2.

Ministry of Health complaint number 06-2014-03

The Panel found New Image Group (Baby Steps brand) in breach of Articles 4.3, 5.1 and 5.5 of the INC Code of Practice for placing an editorial for its Goat milk infant formula on the Kidspot website. In relation to Baby Steps own website, the Panel found New Image Group in breach of Article 8.2 for providing educational material concerning infant feeding. New Image Group acknowledged that it had breached the INC Code of Practice and the editorial has been removed from the Kidspot website. The Panel requested that New Image Group also remove the content on the Baby Steps website that is related to a breach of Article 8.2.

Ministry of Health complaint number 07-2014-05

The Panel found New Image Group (Baby Steps brand) in breach of Articles 4.2, 4.3 and 5.1 of the INC Code of Practice for a video advertisement for Baby Steps Goat milk infant formula product range on YouTube. The video is also on the Baby Steps website. The Panel considered the video advertisement on the Baby Steps website was not in breach of the INC Code of Practice because viewers must accept a breastfeeding disclaimer before the video plays out. The Panel requested that New Image Group remove the Baby Steps video from YouTube or add a breastfeeding disclaimer that covers all of the information required by Articles 4.2 and 4.3 of the INC Code of Practice. By having a disclaimer that the viewer must accept, the video on YouTube would no longer breach Article 5.1.