**Summary for 20th meeting (4 November 2015):**

The Compliance Panel (The Panel) met to determine one complaint. The complaint (Ministry of Health Complaint #08-2015-08) concerned an infant formula manufacturer advertising its infant formula product on the 2014 Baby Show website.

The complaint decisions from the 19th meeting, held on 11 February 2015, have been finalised and no appeals were received. A summary is provided here.

Ministry of Health complaint number 10-2014-06

The Panel found New Image Group (Baby Steps brand) in breach of Articles 4.2, 4.3, 5.1 and 8.2 of the INC Code of Practice for placing an advertorial for Baby Steps goat milk infant formula, titled “Goat Milk Infant Formula to NZ Mothers” in elocal, an online magazine. The Panel requested that New Image Group ensure that the advertorial is removed from the elocal website.

Ministry of Health complaint number 10-2014-07

The Panel found New Image Group (Baby Steps brand) in breach of Articles 4.2, 4.3, 5.1 and 8.2 of the INC Code of Practice for an advertorial for Baby Steps goat milk infant formula, titled “Goat milk based formula” on DIY Father, a parenting website. The Panel requested that New Image Group ensure that the advertorial is removed from the DIY Father website.