**Summary for 35th meeting (28 September 2021):**

The Compliance Panel (The Panel) met via videoconference to discuss five complaints.

The complaint decisions from the 35th meeting have been finalised.

* **Complaint against** **Zuru (Haven) (05-2021-01)** The complainant alleged that this text breached Article 5.1 of the INC Code of Practice.
  + The Panel agreed that Zuru breached Article 5.1 as the use of the phrase ‘formula’ is marketing formula to the general public. In considering the complaint and the remediation taken by Zuru, the Panel clicked through from the drop box and received the following message.
  + The Panel considered that this statement “Sample boxes of our Stage 1, Stage 2 and etc” further constitutes a breach of Article 5.1 as this is marketing of Stage 1 and Stage 2 products. Zuru should consider the full content of this pre-populated answer in light of the requirements of the INC Code of Practice.
* **Complaint against Nestlé (06-2021-02)**. The complainant alleged that the URL breached Article 5.1 of the INC Code of Practice. The Panel agreed that Nestlé has not breached Article 5.1 in relation to the use of this URL.
* **Complaint against** **Danone (06-2021-08)** The Panel considered the complaint in relation to Article 5.1. The Panel found that Danone had not breached Article 5.1 because of the Aptamil Profutura Toddler logo together with the visuals of Stage 3 products images.
* **Complaint against** **Nestlé (06-2021-12)** The Panel determined that Nestlè had not breached Article 5.5 as it had not sought direct or indirect contact with pregnant women or with parents of infants and young children.
* **Complaint against Philippa Murphy/Baby Cues (07-2021-01)** The Panel decided to consider this complaint at a separate meeting, and requested that in advance of that meeting the following be circulated:
  + The complaint (both current and prior)
  + Copy of the Panel’s first letter to Baby Cues
  + The appendices from the second complaint
  + Relevant extracts from the Code of Practice for Health Workers
  + A draft outline of a determination letter.