



Groupe LACTALIS
Division Santé Nutrition Lactalis
10-20 rue Adolphe Beck
F – 53089 LAVAL CEDEX 9

Laval, December 11, 2020

Breastmilk Substitutes Call to Action
Meridian Institute on behalf of the Call to Action signatories:
World Health Organization, UNICEF, Save the Children, BRAC, FHI360, FHI Solutions,
Helen Keller International, 1,000 Days

Via Electronic Mail: BMSCalltoAction@merid.org

We thank you for sharing this information with our Group and have taken note of your call to action. To follow up on your letter, we would like to provide you with some information, tell you about our commitments and show you our willingness to listen to your arguments.

As you know, Lactalis Group is a global leader in the dairy industry, across various market categories, including infant and young child nutritional products. In 2019, a new autonomous division SANULAC has been created bringing together all our infant, clinical and sport nutrition activities. Thus, the infant category brands are now held within SANULAC.

SANULAC shares the philosophy of the WHO code which is to: *“Contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.”*

But above all, our first commitment is to align our policy in accordance with the mandated regulations implemented in each country where our company operates, which include the protection of breast-feeding and thus comply to permissible marketing practices when communicating to consumers and healthcare professionals.

Breast milk provides the best nutrition for infants. However, when an infant does not receive breast milk, the only suitable and safe alternative is a scientifically formulated infant formula, so that the nutritional requirements of the infant are met.

In this regard, SANULAC has made several commitments.

Our infant formula are specifically developed and suitable for infants from birth to 6 months of age or from birth to 12 months depending on national regulations and are not advertised or promoted in any way directly to consumers or the general public.

The breastmilk substitutes of SANULAC do not use any images or pictures of infants nor words or pictures that refer to ‘humanized’, ‘maternized’, or similar terms on labels.



In addition, we strive to ensure that the majority of our infant formula labels within our brands indicate an 'important notice' on the superiority of breast milk, and include a statement that infant formula should be used on advice of healthcare professional.

As a second step, we will be developing by the end of 2021 a global SANULAC Charter for the marketing of breastmilk substitutes. This charter will take into consideration the International Code of marketing of BMS and will be implemented in a phased approach across our various brands and geographical areas. A large part of this will be to provide guidance and information to the teams on the importance of breast milk and the application of good practices of this new Charter. Once put in place, our global Charter would become the basis of our policy in countries where the local regulations are less stringent.

We will agree to provide our global SANULAC Charter to the Access to Nutrition Initiative (ATNI) and will contact them in order to think of a potential collaboration.

Should you require further input or clarity, please contact me.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read "Yoann LE BLOAS". The signature is fluid and cursive, with a prominent loop at the end.

Yoann LE BLOAS
SANULAC General Manager