



**Slough, United Kingdom, 8 July 2020**

On Thursday 25 June 2020, the World Health Organisation (WHO), the United Nations International Children's Fund (UNICEF) and other civil society organisations published the [Breastmilk Substitutes Call to Action](#) (BMS Call to Action), which calls on all manufacturers of breast-milk substitutes to take steps towards full compliance with the International Code of Marketing of Breast-Milk Substitutes and subsequent WHA resolutions, collectively referred to as The Code.

We have actively engaged with all stakeholders leading up to the issue of the BMS Call to Action, and recognise that such a dialogue process is the first of its kind – bringing together industry, NGOs and key CSOs with a specific remit of advancing industry-wide progress around BMS marketing practices. We fully support improving accountability and transparency.

RB acknowledges the importance of the principles of the World Health Organisation International Code of Marketing of Breast-Milk Substitutes of 1981 (WHO Code of 1981) and subsequent relevant World Health Assembly ('WHA') resolutions as implemented by national governments.

We support and promote the recommendations of the WHO for exclusive breastfeeding in the first six months of life, and the introduction of safe, age-appropriate and nutritious complementary foods thereafter. Further, we advocate continued breastfeeding up to two years of age and beyond.

The World Health Organisation (WHO) recognises that Breast-Milk Substitutes (BMS) are the only safe alternative to breastmilk. For parents who are not able to, or choose not to breastfeed, our role is to provide the highest quality products that help meet the nutritional needs of infants and children, formulated to meet the rigorous international standards and regulations, and marketed responsibly and ethically.

In the three years since RB acquired Mead Johnson Nutrition (MJN), we have taken significant steps in strengthening policies, processes and procedures, demonstrating accountability and transparency both internally and externally. We will continue to uphold high standards and expect the same of all parties that we interact with.

We recognise the importance of the BMS Call to Action and welcome the opportunity to respond, and commit to doing so, within the 90-day time frame.

