
From:

Sent:

Monday, 3 September 2018 9:03 a.m.

To:

Registrar

Subject:

Infant Formula

To whom it may concern,

Do not restrict advertising of infant formula.

I had problems breast feeding my first child. I was sleep deprived, stressed, and at a point of severe post-natal depression. When my mid-wife suggested formula, I felt like a failure. Why? Because of the stigma attached to formula. You are taught as a first-time pregnant mum, that breast is best and there is no information provided to you about how to formula feed a baby if required.

By reducing marketing to the public, you are taking away mothers right to choose what is best for her and her baby by limiting the information available. I am a well-educated woman, but I was made to feel shamed and alone because of the stigma attached to formula feeding. If I had not supplemented my baby with formula, we would have most likely ended up in a much worse position, most likely hospitalised or worse.

I am not alone. I know of many mothers who have had to use formula to top up, or have experienced pain and anxiety through breast feeding. Why remove the information to allow a mother to make her own decision?

I can be contacted on

Thank you.