

26 September 2023

Commerce Commission | *Te Komihana Tauhokohoko*
PO Box 105-222
Auckland 1143
Via email Registrar@comcom.govt.nz>

Authorisation application received from Infant Nutrition Council Limited restricting advertising and marketing of formula products.

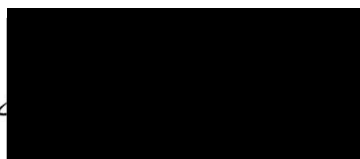
The Advertising Standards Authority (ASA) has received notification from the Commission of the authorisation application from Infant Nutrition Council Limited (INC) restricting advertising and marketing of formula products.

The ASA is the expert body dealing with advertising self-regulation to support responsible advertising.

The ASA supports the INC's self-regulatory action to restrict members from engaging in marketing activities for infant formula for babies up to 12 months old to assist New Zealand in fulfilling its obligations under the World Health Assembly's International Code of Marketing of Breast Milk Substitutes (WHO Code).

The ASA supports the 2023 authorisation application.

Ngā mihi | Kind regards



Hilary Souter
Chief Executive

