

Kazidomi Group SRL's Marketing of Breastmilk Substitutes Disclosure

Kazidomi Group SRL is the parent company of Kazidomi SRL and BBAN. Essentially, the group, which is based in Belgium, provides healthy and affordable products that range from food, to cosmetics, cleaning supplies, and baby products.

Kazidomi SRL is a retailer in Belgium that sells products considered breastmilk substitutes that include infant formulas for 0 - 12 months, and follow-on milks and growing up milks for 12-36 months, as well as complementary foods and drinks from 4- 36 months that include infant cereals and porridges, ready meals, snacks and desserts. These products are sold under the brands (Babybio, Holle, Bébém, Biostime, Popote, Junéo, Picot, and Nactalia) with operations and sales in France and Belgium. In 2022, these products account for less than 1% of the company's annual revenue.

BBAN is also a retailer in France that sells products considered breastmilk substitutes that include infant formulas for 0 - 12 months, and follow-on milks and growing up milks for 12-36 months, as well as complementary foods and drinks from 4- 36 months that include infant cereals and porridges, ready meals, snacks and desserts. These products are sold under the brands Babybio, Holle, Bébém, Biostime, Popote, Junéo, Picot, Nactalia with operations and sales in France and Belgium. In 2022, these products accounted for about 10% of the company's annual revenue.

As a group Kazidomi Group SRL earned in 2022, on average, 5% of its revenue from the sale of Breastmilk Substitutes and Complementary Foods.

As a retailer, Kazidomi Group SRL has created a Marketing of Breastmilk Substitute Policy. The company's policy includes a commitment to the principles of the WHO Code:

"As a minimum, globally, this means complying with the WHO International Code of Marketing of Breast Milk Substitutes (WHO Code), and all relevant subsequent World Health Assembly (WHA) resolutions as implemented by governments all over the world. Kazidomi Group rigorously adheres to these guidelines to support health policies that protect and promote breastfeeding."

As determined by B Lab's independent Standards Advisory Council, companies involved in the Marketing of breastmilk substitutes are eligible for B Corp Certification if they meet specific requirements for the industry, including disclosure of their practices. These requirements vary by type of company and industry, and apply specifically to retailers where sales of breastmilk substitutes/complementary foods account for >1% of annual revenue.

Retailers of Breastmilk Substitutes are eligible to certify if they meet the immediate expectations of the BMS Call to Action (listed below) at a minimum at the time of certification, and achieve full



Code compliance, with respect to the elements of the Code that apply to distributors, by 2030 in order to maintain the certification. The immediate expectations of the BMS Call to Action are as follows:

Have a policy in place that at minimum meets the following criteria:

- i. Covers products designed for use 0-12 months after birth,
- ii. Is applied globally,
- iii. Is upheld in jurisdictions with less stringent or no regulations, and adheres to national law when those laws are more stringent than the policy.

All retailers with >1% of their revenues from the sale of breastmilk substitutes/complementary foods are required to disclose their marketing practices and areas of non-compliance with the Code.

For more information on B Lab's position on the marketing of breastmilk substitutes, please refer to B Lab's statement on the breast milk substitute industry and B Corp Certification [here](#).

Kazidomi SRL was already a B Corp once B Lab's Risk Standards for Marketing of Breastmilk Substitutes was released, therefore, the company will have one grace period of one recertification cycle to fully comply with the industry standards. This means that for this recertification, the company is not required to fully meet the updated requirements, but the company will have to adjust its practices to be fully compliant by its next recertification cycle. Therefore, by the next recertification, Kazidomi Group SRL, as a retailer of Breastmilk Substitutes, will need to meet the immediate expectations of the BMS Call to Action at a minimum at the time of certification and achieve full Code compliance, with respect to the elements of the Code that apply to distributors, by 2030 in order to maintain the certification. Additionally, the group will be required to disclose their marketing practices and areas of non-compliance with the Code.

Company Comments:

The company does not have promotions on breastfeeding substitutes (for babies 6 months old or younger). It launched a [service renting breast pumps](#) to help mothers breastfeed and also shares a lot of content and articles on how mothers can breastfeed. The company understands that breastfeeding should be the number one option to favor.

Kazidomi Group SRL's Policies and Practices on Marketing of Breastmilk Substitutes

Definition/Scope of Products Included in WHO Code and Kazidomi Group SRL's Policy

Kazidomi Group SRL's policy regarding the marketing of breastmilk substitutes applies to a scope of products that differ from the complete scope of the WHO Code.

Article 2 of the WHO Code states “The Code applies to the marketing, and practices related thereto, of the following products: breastmilk substitutes, including infant formula; other milk products, food, and beverages, including bottle-fed complementary foods, when marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement of breast milk; feeding bottles and teats. It also applies to their quality and availability, and information concerning their use.” Breastmilk substitutes are defined as “Any food being marketed or otherwise presented as a partial or total replacement for breast milk, whether or not suitable for that purpose.”

Kazidomi Group’s BMS policy does not explicitly details what is the scope of products covered by the policy or what they classify as a BMS product. The company, however, shared the following information about their 0-36 months food products and adherence to WHO recommendations:

- Products for children aged 0-6 months: Kazidomi fully adheres to WHO recommendations for products targeted at this age group. This includes all guidelines regarding nutrition, product safety, and required health standards. Their product range for this age category is designed to ensure the healthy and safe development of infants.
- Products for children aged 7-36 months: Kazidomi is currently in the process of reviewing and adapting their products for this age group to fully comply with the WHO Code recommendations. While all the products are safe and of high quality, the company is actively working to align this product range fully with specific WHO recommendations. They anticipate completing this alignment process by the end of 2025.

WHA Resolutions Subsequent to the WHO Code:

Since the adoption of the WHO Code, a number of World Health Assembly resolutions have either added to, revised, or clarified the content of the original WHO Code. Kazidomi Group SRL’s policy does not reference or state support for the recommendations made in the guidance associated with [WHA69.9](#) (2016).

Management Practices of the Company

Following Kazidomi Group SRL’s policy on the marketing of breastmilk substitutes, the company has the following management practices in place to manage compliance with their policy globally:

- Promotion of Breastfeeding: The company supports breastfeeding, recognizing it as the optimal method for infant feeding. This commitment is reflected in the company’s marketing materials, online platforms, and customer interactions, where they emphasize the health benefits of breastfeeding for both infants and mothers;
- Limitation on Marketing Practices: Consistent with the WHO Code, Kazidomi commits to stringent limitations on the marketing of breastmilk substitutes. This includes refraining

from promotions, discounts (for products for babies 6 months old or younger), or any marketing activities that could potentially undermine breastfeeding. The company's marketing strategies are designed to avoid the use of images or messages that idealize the use of breastmilk substitutes. It is important to note that the company offers some discounts for products for children aged 7-36 months;

- Educational Initiatives: Kazidomi invests in educational campaigns aimed at informing parents and caregivers about the advantages of breastfeeding. These initiatives are developed in collaboration with healthcare professionals to ensure accuracy and effectiveness;
- Compliance and Monitoring: To ensure adherence to their policy and to the WHO Code, Kazidomi has established a monitoring mechanism. This includes regular reviews of marketing materials and practices, as well as training for their staff to uphold these standards;
- Stakeholder Engagement: The company engages with healthcare professionals, organizations, and stakeholders to support breastfeeding initiatives and to stay informed about best practices in infant nutrition;
- Transparency: Kazidomi is committed to transparency regarding its Marketing of BMS Policy. The company welcomes feedback and dialogue with customers, healthcare professionals, and the wider community to continuously improve their practices;
- Training and Compliance: The company provides training on their practices regarding the Marketing of Breastmilk Substitutes for all workers joining the Kazidomi Group. Additionally, there are regular compliance checks from the management to make sure their practices on Marketing of Breastmilk Substitutes are being followed;

The company works with its suppliers to guarantee that Kazidomi Group complies with the legal rules of the products they sell.

Next Steps

Kazidomi SRL was already a B Corp once B Lab's statement on the breast milk substitute industry was released, therefore, the company will have one grant period of one recertification cycle to fully comply with the industry standards.

As stipulated in [B Lab's Marketing of Breastmilk Substitutes Risk Standards](#), existing B Corps that have been certified based on the previous standards set forth by the Standards Advisory Council, such as Kazidomi SRL, will continue to maintain their certification through their next recertification to allow them sufficient time to meet these more stringent eligibility criteria, which will then be applied in their second recertification. Therefore, by the next recertification, Kazidomi Group SRL, as a retailer of Breastmilk Substitutes, will need to meet the immediate expectations of the BMS Call to Action at a minimum at the time of certification and achieve full Code compliance, with respect to the elements of the Code that apply to distributors, by 2030 in



order to maintain the certification. Additionally, the group will be required to disclose their marketing practices and areas of non-compliance with the Code.