



Introduction:

Good Goût is an organic baby food company based in France that sells products considered breastmilk substitutes in the Follow On Formula for 6-12 months and Growing Up Milk for 10-36 months categories. Both these products account for 7% of overall turnover. Other products that qualify as breastmilk supplements are small dishes, vegetable puree, fruit pouches, dairy desserts, cereals, biscuits and mini cakes. Good Goût operates and sells its breastmilk substitute products exclusively in France.

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 (1) have a formal policy endorsing the [WHO's International Code of Marketing of Breast-milk Substitutes](#), and subsequent WHA resolutions, (2) disclose how the company manages alignment to the code, and (3) is transparent about potential areas that do not align with the code. Companies who are listed in the Access to Nutrition Index are also required to meet minimum score requirements (TBD) on the breast milk substitute scorecard in order to be eligible for B Corp certification.

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](#).

Good Goût has created a Responsible Marketing of Breast Milk Substitutes Policy which is based off and includes a commitment to the principles of the WHO Code.

"Good Goût acknowledges the importance of the WHO International Code of Marketing of BreastMilk Substitutes (WHO Code or Code), supports it and commits to the principles within it."

Up until 2019, Good Goût was also a member of the Syndicat Français des Aliments de l'Enfance (SFAE) and adopted their Code of Conduct which is built on the principles of the WHO Code. Good Goût has not been assessed by the Access to Nutrition Index.

Company Comments:

Due to economic and resource issues in 2020 (including Covid 19), we temporarily interrupted our membership to the SFAE. We are currently studying options to rejoin this syndicate. In the meanwhile, we can count on full support from our parent company, the H&H Group regarding infant milk formula regulatory watch as they are still a member of the SFAE. Please note that all key principles of the WHO code that were adopted are still in effect.

Definition/ Scope of Products Included in WHO Code and Good Goût Policy

Good Goût'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 to 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."

Good Goût's policy applies to "Covered Products" which includes infant formula formulated to meet the nutritional needs of infants up to six months of age as well as information concerning its use according to local regulations. While Good Goût has not historically sold "Covered Products," some are in development and expected to be in the market by the end of 2020.

Good Goût's policy also states that " We acknowledge national health and dietary recommendations that may recommend the introduction of safe and appropriate Complementary Foods after 4 months of age. Countries that are considered Low Risk may market Complementary Foods in line with such dietary guidelines; however, such products are always positioned as a complement to breast-milk and are never promoted to the detriment of breast-feeding." The WHO Code does not make a distinction between the risk levels of different countries.

Company Comments:

WHA Resolutions Subsequent to the WHO Code:

Since the adoption of the WHO Code, several World Health Assembly resolutions have either added to, revised, or clarified the content of the original WHO Code. A list of resolutions that may be deemed relevant to individual company practices, but that have not been incorporated into Good Goût's own policy at this time, including [WHA 39.28 \(1986\)](#), [WHA 54.2 \(2001\)](#), [WHA58.32 \(2005\)](#) and [WHA69.9 \(2016\)](#).

Company Comments:

[WHA 54.2 \(2001\)](#): In the context of national policies, we are not aligned with a strict interpretation of this WHA. In France, Complementary Foods are encouraged by the PNNS (The National Nutritional Health Program), starting from four months, along with sustained breastfeeding of up to two years of age and beyond, therefore Complementary Foods between

the ages of four and six months are not covered in the policy. Good Goût does not market Complementary Foods as breast milk substitutes.

[WHA58.32 \(2005\)](#): We consider we partly covered this WHA with explicit information about infant milk formula preparation, including strict hygiene rules, on packaging and on our website. We do not strictly apply the labeling provisions outlined in resolution WHA58.32 (2005), which requires a statement that infant formula may contain pathogenic microorganisms, in order to avoid scaring mothers.

[WHA69.9 \(2016\)](#): Our co-manufacturer for infant milk formula is also a member of SFAE. The co-manufacturer has its own Responsible Marketing of Breast Milk Substitutes Policy which is based off and includes a commitment to the principles of the WHO Code. Our distributors have to sign our Good Gout General conditions of sales which includes a commitment to the principles of the WHO Code.

Other Areas of Potential Misalignment

In addition to the above categories regarding the Scope of Product Definitions, there are other components of Good Goût's Policy that Stakeholders may or may not interpret as aligning with the WHO Code. For example, Good Goût's marketing materials states that "Proper use of an infant formula is important to the health of the infant. Social and financial implications should be considered when selecting a method of feeding. Good Goût exists to help support parents in making the best choices; and we acknowledge breastfeeding is best for babies as it provides the optimal balance of nutrition and protection." The WHO Code states that materials should include "the social and financial implications of its use; the health hazards of inappropriate foods or feeding methods; and, in particular, the health hazards of unnecessary or improper use of infant formula and other breast-milk substitutes."

A comparison between the Good Goût Policy and the WHO Code has been made and is available as an appendix to this document.

Company Comments:

Management Practices of the Company

Good Goût has the following management practices in place to manage compliance to their Responsible Marketing of Breastmilk Substitutes Policy.

All new employees at Good Goût receive training which includes a presentation of the WHO Code, the importance of breastfeeding and guidelines on behaviour, marketing on promotion of Breastmilk substitutes.

The company does not screen customers against customer compliance with the WHO code, but has added language in their General Conditions of Sale with their Distributors to remind them to respect the principles of the WHO Code. During the annual policy review, the company reviews the action plan for the coming year.

The company publishes this commitment on their website at the following [link](#). There is also specific language in relation to the importance of breastfeeding printed on the packaging of their breast milk formula.

“Good Goût encourages breastfeeding, as breast milk is the ideal and natural food for infants, and the most adapted to babies specific needs.”

Good Goût has set goals to internally review the policy on an annual basis.

Company Comments:

The company has implemented an internal workflow to approve the content of any marketing material relating to their breast milk formula. All communication must be checked and approved by their Quality & Regulatory Manager before being printed or published online. The company has not received a complaint of non compliance over the last five years from 2015-2019.

GOOD GOUT AND WHO CODE COMPARISON

WHO Code		Good Gout BMS Policy	
Article 1 Aim of the Code	The aim of this Code 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.	Article 1 Aim of the Code - Purpose	This is the Company's Responsible Marketing of Breast Milk Substitutes Policy, which aims to provide guidance on how the Company conducts marketing activity with regard to Breast Milk Substitutes. As a Company we are seeking to address and enact the WHO Code internally as it supports the Company's sustainability plan and goals. As such, the WHO Code forms the basis of this policy.
Article 2 Scope of the Code	The Code applies to the marketing, and practices related thereto, of the following products: breast- milk substitutes, including infant formula; other milk products, foods and beverages, including bottlefed 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 teasts. It also applies to their quality and availability, and to information concerning their use.	Article 2 Scope of the Code - Scope and Covered Products	Products covered by this Policy are noted as follows: Infant Formula formulated to meet the nutritional needs of infants up to the age of six months as well as information concerning its use, according to local regulations. All products listed above are within the scope of this Policy and are further referred to as "Covered Products" throughout this document. In France, the Complementary Foods are encouraged by the MoH (PNNS) starting from 4 months, along with sustained breastfeeding up to two years of age and beyond, thus Complementary Foods between the age of four and six months are not included in the Covered Products. As of today, the Company does not sell any Covered Products but as Good Gout commits to supporting and protecting breastfeeding and may sell Covered Products in the future, we have implemented this Policy. This Policy applies to all employees of the Company and Partners involved in the marketing, distribution, selling, education and/or governance of our Covered Products. These persons will be defined as "Representatives" of the Company throughout this Policy. This Policy applies to any marketing of Covered Products conducted by the any Representatives.
Article 3 Definitions	For the purposes of this Code: "Breast-milk substitute" means any food being marketed or otherwise presented as a partial or total replacement for breast milk, whether or not suitable for that purpose.	Article 3 Definitions	Breast Milk Substitute - any food being marketed or otherwise presented as a partial or total replacement for breast milk, whether or not suitable for that purpose.

	<p>"Complementary food" means any food whether manufactured or locally prepared, suitable as a complement to breast milk or to infant formula, when either become insufficient to satisfy the nutritional requirements of the infant. Such food is also commonly called "weaning food" or breast-milk supplement".</p>	<p>Complementary Food - any food whether manufactured or locally prepared, suitable as a complement to breast milk or to infant formula, when either become insufficient to satisfy the nutritional requirements of the infant. Such food is also commonly called "weaning food" or breast-milk supplement".</p>
	<p>"Container" means any form of packaging of products for sale as a normal retail unit, including wrappers.</p>	<p>Container - any form of packaging of products for sale as a normal retail unit, including wrappers.</p>
	<p>"Distributor" means a person, corporation or any other entity in the public or private sector engaged in the business (whether directly or indirectly) of marketing at the wholesale or retail level a product within the scope of this Code. A "primary distributor" is a manufacturer's sales agent, representative, national distributor or broker.</p>	<p>Distributor – any legal entity in the public or private sector, other than those that are a part of Good Goût engaged in the business (whether directly or indirectly) of marketing at the wholesale or retail level a product within the scope of this Code.</p>
	<p>"Health care system" means governmental, nongovernmental or private institutions or organizations engaged, directly or indirectly, in health care for mothers, infants and pregnant women; and nurseries or child-care institutions. It also includes health workers in private practice. For the purposes of this Code, the health care system does not include pharmacies or other established sales outlets.</p>	<p>Health Care System - governmental, non-governmental or private institutions or organisations engaged, directly or indirectly, in health care for mothers, infants and pregnant women; and nurseries or child-care institutions. It also includes health workers in private practice. For the purposes of this Code, the health care system does not include pharmacies or other established sales outlets.</p>
	<p>"Health worker" means a person working in a component of such a health care system, whether professional or non professional, including voluntary unpaid workers.</p>	<p>"Health worker" means a person working in a component of such a health care system, whether professional or non professional, including voluntary unpaid workers.</p>
	<p>"Infant formula" means a breast-milk substitute formulated industrially in accordance with applicable Codex Alimentarius standards, to satisfy the normal nutritional requirements of infants up to between four and six months of age, and adapted to their physiological characteristics. Infant formula may also be prepared at home, in which case it is described as "home-prepared".</p>	<p>Infant Formula - a breast-milk substitute formulated industrially in accordance with national applicable standards, to satisfy the normal nutritional requirements of infants up to between four and six months of age, and adapted to their physiological characteristics.</p>
	<p>"Label" means any tag, brand, marks, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to, a container (see above) of any products within the scope of this Code</p>	<p>Label - means any written or graphic material printed, marked, embossed or impressed upon or attached to the packaging of a product.</p>

	"Manufacturer" means a corporation of other entity in the public or private sector engaged in the business or function (whether directly or through an agent or through an entity controlled by or under contract with it) of manufacturing a product within the scope of this Code.		Manufacturer - a corporation or other entity in the public or private sector engaged in the business or function (whether directly or through an agent or through an entity controlled by or under contract with it) of manufacturing a Covered Product.
	Marketing" means product promotion, distribution, selling, advertising, product public relations, and information services.		Marketing - product promotion, distribution, selling, advertising, product public relations, and information services.
	"Marketing personnel" means any persons whose functions involve the marketing of a product or products coming within the scope of this Code.		Marketing Personnel - any persons whose functions involve the marketing of a product or products coming within the scope of this Code.
			Partners - any retailers in which we have a formal contractual agreement.
	"Samples" means single or small quantities of a product provided without cost.		Samples - single or small quantities of a product provided without cost.
	"Supplies" means quantities of a product provided for use over an extended period, free or at a low price, for social purposes, including those provided to families in need.		Supplies - quantities of a product provided for use over an extended period, free or at a low price, for social purposes, including those provided to families in need.
Article 4 Information and Education	4.1 Governments should have the responsibility to ensure that objective and consistent information is provided on infant and young child feeding for use by families and those involved in the field of infant and young child nutrition. This responsibility should cover either the planning, provision, design and dissemination of information, or their control.	Article 4 Information and Education	4.1 The Company actively supports Governments having the responsibility to ensure that families and those involved in the field of infant and young child nutrition are provided with objective, accurate and consistent information on infant and young child feeding.

	<p>4.2 Informational and educational materials, whether written, audio, or visual, dealing with the feeding of infants and intended to reach pregnant women and mothers of infants and young children, should include clear information on all the following points:</p> <ul style="list-style-type: none"> (a) the benefits and superiority of breast-feeding; (b) maternal nutrition, and the preparation for and maintenance of breast-feeding; (c) the negative effect on breast-feeding of introducing partial bottle-feeding; (d) the difficulty of reversing the decision not to breast-feed; and (e) where needed, the proper use of infant formula, whether manufactured industrially or home-prepared. When such materials contain information about the use of infant formula, they should include the social and financial implications of its use; the health hazards of inappropriate foods or feeding methods; and, in particular, the health hazards of unnecessary or improper use of infant formula and other breast-milk substitutes. Such materials should not use any pictures or text which may idealize the use of breast-milk substitutes. 	<p>4.2 Informational and educational materials in any form dealing with the feeding of infants and intended to reach pregnant women and mothers of infants and young children, should include the following wording :</p> <p>Breast milk is best for babies. Professional advice should be followed before using an infant formula. Introducing partial bottle feeding could negatively affect breast feeding. Good maternal nutrition is important for breast feeding and reversing a decision not to breast feed may be difficult. Infant formula should always be used as directed. Proper use of an infant formula is important to the health of the infant. Social and financial implications should be considered when selecting a method of feeding. Good Goût exists to help support parents in making the best choices; and we acknowledge breastfeeding is best for babies as it provides the optimal balance of nutrition and protection. Always consult your health care professional for advice about feeding your child. Formulated by our health experts and research team for premium quality formulations. Always read the label. Use only as directed. Such materials should not use any pictures or text which idealise the use of Covered Products.</p>
	<p>4.3 Donations of informational or educational equipment or materials by manufacturers or distributors should be made only at the request and with the written approval of the appropriate government authority or within guidelines given by governments for this purpose. Such equipment or materials may bear the donating company's name or logo, but should not refer to a proprietary product that is within the scope of this Code, and should be distributed only through the health care system.</p>	<p>4.3 No donations of informational or educational equipment or materials intended for pregnant women and mothers are made and distributed by the Company. Should situations arise in the future, the Company fully intends to comply with the following: Such equipment or materials will only be made at the request and with the written approval of the appropriate government authority or institution within the guidelines given by governments for this purpose. Such equipment or materials may bear the Company's name or logo but should never refer to a proprietary product that is a Covered Product and should be distributed only through the health care system.</p>
<p>Article 5 The General Public and Mothers</p>	<p>5.1 There should be no advertising or other form of promotion to the general public of products within the scope of this Code.</p>	<p>5.1 The Company does not advertise or promote Covered Products to the general public or directly to mothers.</p>

	5.2 Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples of products within the scope of this Code.		5.2 No samples of Covered Products are distributed to the general public, pregnant women, mothers, or members of their families.
	5.3 In conformity with paragraphs 1 and 2 of this Article, there should be no point-of-sale advertising, giving of samples, or any other promotion device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, loss-leaders and tie-in sales, for products within the scope of this Code. This provision should not restrict the establishment of pricing policies and practices intended to provide products at lower prices on a long-term basis.		5.3 The Company does not undertake point of sale advertising, sampling or other activities to induce sales of Covered Products at the retail level. The Company acknowledges that this provision should not restrict the establishment of pricing policies and practices intended to provide products at lower prices on a long-term basis.
	5.4 Manufacturers and distributors should not distribute to pregnant women or mothers or infants and young children any gifts of articles or utensils which may promote the use of breast- milk substitutes or bottle- feeding.		5.4 The Company does not distribute to pregnant women, or parents of infants and young children, any gifts of articles or utensils which may promote the use of breast milk substitutes or bottle-feeding.
	5.5 Marketing personnel, in their business capacity, should not seek direct or indirect contact of any kind with pregnant women or with mothers of infants and young children.		5.5 Marketing personnel from the Company, in their business capacity, should not seek direct or indirect contact with pregnant women or with mothers of infants and young children in regard to Covered Products.
Article 6 Health Care Systems	6.1 The health authorities in Member States should take appropriate measures to encourage and protect breast-feeding and promote the principles of this Code, and should give appropriate information and advice to health workers in regard to their responsibilities, including the information specified in Article 4.2.	Article 6 Health Care Systems	6.1 The Company acknowledges that health authorities in Member States should take measures to encourage and protect breast-feeding and promote the principles of the WHO Code and should give appropriate information and advice to health workers in regard to their responsibilities, including the information specified in Article 4.2.
	6.2 No facility of a health care system should be used for the purpose of promoting infant formula or other products within the scope of this Code. This Code does not, however, preclude the dissemination of information to health professionals as provided in Article 7.2.		6.2 The Company does not use any facility of the health care system for the purpose of promoting Covered Products. This Code does not preclude the dissemination of information from The Group to health professionals as provided in 7.2 of this policy.
	6.3 Facilities of health care systems should not be used for the display of products within the scope of this Code, for placards or posters concerning such products, or for the distribution of material provided by a manufacturer or distributor other than that specific it Article 4.3.		6.3 The Company does not use health care system facilities for the display of Covered Products, placards or posters concerning such products, or for the distribution of material referencing the Covered Products that are provided by The Group other than that specified in 4.3 of this policy.

	6.4 The use by the health care system of "professional service representatives", "mothercraft nurses" or similar personnel, provided or paid for by manufacturers or distributors, should not be permitted.		6.4 The Company does not provide its own or pay for "professional service representatives", "mothercraft nurses" or similar personnel for use by Health care systems.
	6.5 Feeding with infant formula, whether manufactured or home- prepared, should be demonstrated only by health workers, or other community workers if necessary; and only to the mothers or family members who need to use it; and the information given should include a clear explanation of the hazards of improper use.		6.5 Feeding with Covered Products should be demonstrated only by health workers, or other community workers if necessary and shall only be demonstrated to mothers or family members who need such information. In case mothers request feeding demonstration from Representatives in relation to Covered Products, they should be referred to the medical profession or other healthcare workers.
	6.6 Donations or low-price sales to institutions or organizations of supplies of infant formula or other products within the scope of this Code, whether for use in the institutions or for distribution outside them, may be made. Such supplies should only be used or distributed for infants who have to be fed on breast-milk substitutes. If these supplies are distributed for use outside the institutions, this should be done only by the institutions or organizations concerned. Such donations or low- price sales should not be used by manufacturers or distributors as a sales inducement.		6.6 Covered Products may not be donated nor low-price sales to healthcare facilities for any reason. Where national rulings allow, the Company may respond to written requests for free or low-price supplies of Covered Products for Special Medical Purposes, to serve social purposes or for usage in emergency or humanitarian situations. Such supplies should only be used or distributed for infants who have to be fed on breast milk substitutes. Such donations or low-price sales should not be used as a sales inducement.
	6.7 Where donated supplies of infant formula or other products within the scope of this Code are distributed outside an institution, the institution or organization should take steps to ensure that supplies can be continued as long as the infants concerned need them. Donors, as well as institutions or organizations concerned, should bear in mind this responsibility.		6.7 Where the Company provides donated supplies of Covered Products that are distributed outside an institution, The Company acknowledges that institutions or organisations should take steps to ensure that supplies can be continued as long as the infants concerned need them. The Group bears this responsibility in mind.
	6.8 Equipment and materials, in addition to those referred to in Article 4.3, donated to a health care system may bear a company's name or logo, but should not refer to any proprietary product within the scope of this Code.		N/A
Article 7 Health Workers	7.1 Health workers should encourage and protect breast-feeding; and those who are concerned in particular with maternal and infant nutrition should make themselves familiar with their responsibilities under this Code, including the information specified in Article 4.2.	Article 7 Health Workers	7.1 Representatives of the Company will support healthcare workers to fulfil their responsibility to encourage and protect breast-feeding.

	<p>7.2 Information provided by manufacturers and distributors to health professionals regarding products within the scope of this Code should be restricted to scientific and factual matters, and such information should not imply or create a belief that bottlefeeding is equivalent or superior to breast-feeding. It should also include the information specified in Article 4.2.</p>	<p>7.2 Information provided to health professionals by Representatives regarding Covered Products should be restricted to properly referenced scientific and factual matters, such information should not imply or create a belief that bottle-feeding is equivalent or superior to breast-feeding and should include the information in 4.2 of this Policy along with the following: Not for public distribution. ONLY FOR HEALTHCARE PROFESSIONAL EDUCATION.</p>
	<p>7.3. No financial or material inducements to promote products within the scope of this Code should be offered by manufacturers or distributors to health workers or members of their families, nor should these be accepted by health workers or members of their families.</p>	<p>7.3 No inducements whatsoever should be used to promote Covered Products by Representatives to health workers or members of their families.</p>
	<p>7.4 Samples of infant formula or other products within the scope of this Code, or of equipment or utensils for their preparation or use, should not be provided to health workers except when necessary for the purpose of professional evaluation or research at the institutional level. Health workers should not give samples of infant formula to pregnant women, mothers of infants and young children, or members of their families.</p>	<p>7.4 The Company does not provide samples of Covered Products or of equipment or utensils for their preparation or use, to health care professionals except when necessary for the purpose of professional evaluation or research at an institutional level. Where product is provided for aforementioned purposes the product should bear a Label with the following wording: For Professional Evaluation Only and Not for Sale.</p>
	<p>7.5 Manufacturers and distributors of products within the scope of this Code should disclose to the institution to which a recipient health worker is affiliated any contribution made to him or on his behalf for fellowships, study tours, research grants, attendance at professional conferences, or the like. Similar disclosures should be made by the recipient.</p>	<p>7.5 In order to facilitate continuing professional development and training, and subject to relevant laws and regulations, the Company can contribute on behalf of a Health Worker for fellowships, study tours, attendance at professional conferences and symposia and similar informational and educational programmes. It must be the scientific strength of the programme content only that attracts delegates. The Company ensures a transparent process is followed and documented with regards to such contributions and that they are communicated to the organisation to which the Health Worker is affiliated upon written consent of the Health Worker.</p>

<p>Article 8 Persons Employed by Manufacturers and Distributors</p>	<p>8.1 In systems of sales incentives for marketing personnel, the volume of sales of products within the scope of this Code should not be included in the calculation of bonuses, nor should quotas be set specifically for sales of these products. This should not be understood to prevent the payment of bonuses based on the overall sales by a company of other products marketed by it.</p>	<p>Article 8 Persons Employed by Manufacturers and Distributors</p>	<p>8.1 No Bonuses or incentives aimed at encouraging increased volume of sales of Covered Products are paid, by the Company, to sales staff, medical delegates, and other marketing personnel. This does not prevent the payment of bonuses based on overall sales of products marketed by the Company.</p>
	<p>8.2 Personnel employed in marketing products within the scope of this Code should not, as part of their job responsibilities, perform educational functions in relation to pregnant women or mothers of infants and young children. This should not be understood as preventing such personnel from being used for other functions by the health care system at the request and with the written approval of the appropriate authority of the government concerned.</p>		<p>8.2 Representatives employed in the marketing of Covered Products should not, as part of their job responsibilities, perform educational functions in relation to pregnant women or parents of infants and young children. This does not prevent such personnel from being used for other functions by the health care system.</p>
<p>Article 9 Labelling</p>	<p>9.1 Labels should be designed to provide the necessary information about the appropriate use of the product, and so as not to discourage breast-feeding.</p>	<p>Article 9 Labelling</p>	<p>9.1 All labels of Covered products are designed to provide the necessary information about the appropriate use of the product, in accordance with applicable standards and with local laws and regulation, and so as not to discourage breast-feeding.</p>

9.2 Manufacturers and distributors of infant formula should ensure that each container as a clear, conspicuous, and easily readable and understandable message printed on it, or on a label which cannot readily become separated from it, in an appropriate language, which includes all the following points:

- (a) the words "Important Notice" or their equivalent;
- (b) a statement of the superiority of breastfeeding;
- (c) a statement that the product should be used only on the advice of a health worker as to the need for its use and the proper method of use;
- (d) instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation. Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealize the use of infant formula. They may, however, have graphics for easy identification of the product as a breastmilk substitute and for illustrating methods of preparation. The terms "humanized", "materialized" or similar terms should not be used. Inserts giving additional information about the product and its proper use, subject to the above conditions, may be included in the package or retail unit. When labels give instructions for modifying a product into infant formula, the above should apply.

9.2 All Covered Products should ensure at a minimum that each container has a clear, noticeable, and easily readable and understandable message printed on it, or a label which cannot readily become separated from it, in appropriate language as defined by local regulators, which includes all the following points:

- (1) the words "Important Notice" or the equivalent,
- (2) a statement of the superiority of breastfeeding,
- (3) a statement that the product should be used only on the advice of a healthcare worker as to the need for its use and the proper method of use,
- (4) instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation. Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealise the use of covered products. They may, however, have graphics for easy identification of the product as a breast milk substitute and for illustrating methods of preparation. The terms "humanised", "maternalised" or similar terms are not to be used. Inserts giving additional information about the product and its proper use, subject to the above conditions, may be included in the package or retail unit. When labels give instructions for modifying a product into infant formula, the above should apply. The following is the suggested wording :
Important notice: Breast milk is best for babies. Before you decide to use this product, consult your doctor or health worker for advice. Warning: Follow instructions exactly. Prepare bottles and teats as directed. Do not change proportions of powder except on medical advice. Incorrect preparation can make your baby very ill. Infants over 6 months should be offered foods in addition to infant formula products.

	<p>9.3 Food products within the scope of this Code, marketed for infant feeding, which do not meet all the requirements of an infant formula, but which can be modified to do so, should carry on the label a warning that the unmodified product should not be the sole source of nourishment of an infant. Since sweetened condensed milk is not suitable for infant feeding, nor for use as a main ingredient of infant formula, its label should not contain purported instructions on how to modify it for that purpose.</p>		<p>9.3 Where Covered Products include food products marketed for infant feeding, and such products do not meet all the requirements of an infant formula, but can be modified to do so, such products should carry on the label a warning that the unmodified product should not be the sole source of nourishment of an infant.</p>
	<p>9.4 The label of food products within the scope of this Code should also state all the following points: (a) the ingredients used; (b) the composition/analysis of the product; (c) the storage conditions required; and (d) the batch number and the date before which the product is to be consumed, taking into account the climatic and storage conditions of the country concerned.</p>		<p>9.4 Labels of Covered Products must include a clear age indication and should also state the following points: (a) the ingredients used (b) the composition/analysis of the product (c) the storage conditions required and (d) the batch number and best before date.</p>
Article 10 Quality	<p>10.1 The quality of products is an essential element for the protection of the health of infants and therefore should be of a high recognized standard.</p>	Article 10 Quality	<p>10.1 The quality of products is an essential element for the protection of the health of babies, all products sold by the Company should be manufactured in line with our Corporate Quality Charter and under strict hygienic and quality management procedures.</p>
	<p>10.2 Food products within the scope of this Code should, when sold or otherwise distributed, meet applicable standards recommended by the Codex Alimentarius Commission and also the Codex Code of Hygienic Practice for Foods for Infants and Children.</p>		<p>10.2 Covered Products, when sold or otherwise distributed, meet applicable local laws and regulations in relation to quality and hygiene standards.</p>
Article 11 Implementation and Monitoring	<p>11.1 Governments should take action to give effect to the principles and aim of this Code, as appropriate to their social and legislative framework, including the adoption of national legislation, regulations or other suitable measures. For this purpose, governments should seek, when necessary, the cooperation of WHO, UNICEF and other agencies of the United Nations system. National policies and measures, including laws and regulations, which are adopted to give effect to the principles and aim of this Code should be publicly stated, and should apply on the same basis to all those involved in the manufacture and marketing of products within the scope of this Code.</p>	Article 11 Implementation and Monitoring	<p>11.1 The Company will endeavour to implement training and development of this Policy and the potential impacts of not abiding by this Policy to all Representatives. Each new team member will be informed about the WHO Code and our internal policy during his induction. The internal Policy is given to each member and is available on Good Goût shared drive. A refresh training is planned annually</p>

	<p>11.2 Monitoring the application of this Code lies with governments acting individually, and collectively through the World Health Organization as provided in paragraphs 6 and 7 of this Article. The manufacturers and distributors of products within the scope of this Code, and appropriate nongovernmental organizations, professional groups, and consumer organizations should collaborate with governments to this end.</p>	<p>11.2 If the Company decides to launch Covered Products in the future, we will develop a reporting and auditing management approach to ensure monitoring and compliance of this Policy:</p> <ol style="list-style-type: none"> 1. Annual internal evaluation as part of Good Goût Quality review: <ul style="list-style-type: none"> - review and update if needed of our Good Goût Policy according to WHO's International Code of Marketing of Breast-milk Substitutes and subsequent World Health Assembly resolutions - review of our past year action plan to manage compliance to the WHO's Code + implementation of next year action plan 2. Implementation of annual cross audits with H&H group. Audit will be performed by both communication and regulatory experts
	<p>11.3 Independently of any other measures taken for implementation of this Code, manufacturers and distributors of products within the scope of this Code should regard themselves as responsible for monitoring their marketing practices according to the principles and aim of this Code, and for taking steps to ensure that their conduct at every level conforms to them.</p>	<p>11.3 For any team members that become aware of misconduct our whistleblowing service "Speak Up" is accessible to all team members globally.</p>
	<p>11.4 Nongovernmental organizations professional groups, institutions and individuals concerned should have the responsibility of drawing the attention of manufacturers or distributors to activities which are incompatible with the principles and aim of this Code, so that appropriate action can be taken. The appropriate governmental authority should also be informed.</p>	<p>N/A</p>
	<p>11.5 Manufacturers and primary distributors of products within the scope of this Code should apprise each member of their marketing personnel of the Code and of their responsibilities under it.</p>	<p>Our co-manufacturer for infant milk formula is also member of SFAE. The co-manufacturer does have its own Responsible Marketing of Breast Milk Substitutes Policy which is based off and includes a commitment to the principles of the WHO Code. Our distributors do have to sign our General conditions of sales Good Gout, including commitment to the principles of the WHO Code.</p>

	<p>11.6 In accordance with Article 62 of the Constitution of the World Health Organization, Member States shall communicate annually to the Director-General information on action taken to give effect to the principles and aim of this Code.</p>		N/A
	<p>11.7 The Director-General shall report in even years to the World Health Assembly on the status of implementation of the Code; and shall, on request, provide technical support to Member States preparing national legislation or regulations, or taking other appropriate measures in implementation and furtherance of the principles and aim of this Code.</p>		N/A