

Britain to ban infant formula ads

by UPI

LONDON -- General public advertising of infant formula for babies less than 6 months in age will soon be banned in Britain, the government announced Wednesday. Ads still will run in scientific journals and the trade press, The Daily Mail reported. Manufacturers can also advertise follow-on formula, which is made for children older than 6 months. Those ads must be carefully done to make it clear that the product is for older children and that it is not infant formula, the report said. The new guidelines are aimed at bringing Britain in line with European Union policy.

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