



These backpacks are dangerous to a baby's health!

Nestle targets breastfeeding women with this marketing tool. Why? Breastfeeding mothers buy more baby milks than non-breastfeeding mothers. (Linda J. Smith IBCLC 2003)

This gift includes a can of potentially dangerous artificial baby milk powder (Enterobacter Sakazakii has been recovered from these cans) http://www.hc-sc.gc.ca/fn-an/securit/ill-intox/esakazakii/enterobacter_sakazakii-eng.php

Nestle collects addresses from free draws at maternity stores and mail in offers. Mothers receive staged mailings; the back pack, powdered formula, rice cereal with skim milk, and coupons to entice purchase of unnecessary product. The propaganda and product produce doubt in her ability to breastfeed and in no time, baby is no longer exclusively breastfeeding, and is at risk for the many conditions which breastfeeding ameliorates.

Don't be part of this marketing ploy. Don't give these out. Return them to Nestle. Report Nestle Code violations to INFACT Canada.

Read more at: http://www.infactcanada.ca/nestle_boycott_update.htm