



INFANT MILK SUBSTITUTE ACT- JL MORISON'S ADHERENCE

We, J.L. Morison (India) Ltd. ("JLM"), encourage breastfeeding and believe mother's milk to be the best possible food for an infant's healthy growth and development. We support IMS Act (The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992) and the Rules framed thereunder.

- ✓ We do not advertise or promote Feeding bottles and nipples.
- ✓ BREAST FEEDING IS BEST FOR YOUR BABY is printed on each feeding bottle pack.
- ✓ Our feeding bottle and/or nipple conforms to Standard mark specified in Section 11 of the IMS Act]
- ✓ We do not discount our feeding bottles.
- ✓ We do not permit staff whose responsibilities include the supply and distribution of Feeding bottles and nipples to make direct contact with mothers, except in response to consumer complaints.
- ✓ We do not promote our feeding bottles to doctors or healthcare professionals.
- ✓ We do not distribute free Feeding bottles and nipples samples to mothers, and we do not donate Feeding bottles and nipples to healthcare facilities for use by infants.
- ✓ We do not allow educational material relating to the use of Feeding bottles and nipples to be displayed publicly in hospitals and clinics.
- ✓ We do not give financial incentives to health workers for the purpose of promoting Feeding bottles and nipples.
- ✓ We do not give incentives to our staff based on sales of Feeding bottles and nipples.
- ✓ We take strict disciplinary measures against any JLM personnel who violate this policy.



WORLD HEALTH ORGANISATION'S (WHO) GUIDELINES ON BREASTFEEDING- JL MORISON'S ADHERENCE

Breastfeeding is one of the foundations of child health, development and survival. For these reasons, the World Health Organization (WHO) recommends that breastfeeding should be initiated within the first hour after birth and infants should exclusively breastfeed for the first six months; complementary foods should then be introduced, with continued breastfeeding until 24 months of age or older.

* Morisons Baby Dreams promotes breastfeeding and always encourages new mothers to breastfeed their babies exclusively for six months, then gradually introduce them to appropriate weaning foods while continuing to breastfeed for two years or beyond.

*To promote breast feeding we provide informational material on benefits of breastfeeding through leaflets, blogs, videos, social media posts and on our product packaging.

*We have empaneled doctors and lactation specialists to speak and write about the benefits of breastfeeding to educate lactating mothers through blogs and informational video content.

*We educate new mothers on how to express breast milk as a means of maintaining lactation in the event of being separated temporarily from their infant.

*We have introduced many products to help mothers in their journey of breastfeeding such as Nipple shield, Breast pads, Breast Pumps and Milk Storage Bags to help them breastfeed their babies for long.

*We believe breastmilk is liquid gold which must be fed to our babies whether directly or via a breast pump.