

Position Statement of MEDELA

Addendum - Medela Position on Marketing of Breastmilk Feeding Products to Mothers

Adopted: December 1, 2008

Statement from our President, Carr Lane Quackenbush

The International Code of Marketing of Breastmilk Substitutes (the WHO Code), as well as Medela, emphasize that breastfeeding is best for mothers and babies. Medela has worked diligently for many years to support World Health Organization's mission to protect mothers and babies in breastfeeding. We have educated health care professionals and mothers on the benefits of breastmilk and made great efforts to pledge our dedication to breastfeeding through research and education.

Today, many mothers rely on Medela's safe, complete breastfeeding systems to keep their babies on breastmilk and to increase the duration of breastfeeding when separated from baby. Such systems include breastpumps, as well as bottles and teats to feed expressed breastmilk to their babies. Medela feels that it is very important to give mothers access to the information and education on the proper use and benefits of this complete feeding system, getting breastmilk from mom to baby. However, these activities bring Medela in a conflict with the current interpretation of the WHO Code with regard to the marketing of bottles and teats.

After a careful evaluation we believe our actions continue to support the WHO Code's intent to support breastfeeding and oppose breastmilk substitutes. However, we recognize and sincerely regret that our actions may be considered as a WHO Code violation. This is painful for us given our common goals to support breastfeeding mothers. Medela will remain faithful to its Support Pledge and Destiny statement. We will continue to lead basic research and product innovation related to breastfeeding and will never engage in promoting breastmilk substitutes.

"We pledge our dedication to breastfeeding as the best nutrition for babies and families. We further pledge that our breastfeeding accessory products and literature shall never be used to influence mothers to switch from breastfeeding to infant formula feeding. Nor shall our breastfeeding accessory products and literature be used in any way to promote artificial baby milk." Breastfeeding Support Pledge, Olle Larsson, Founder of Medela.

This letter announces a change that will have no influence in our work or our dedication. Yesterday, today and tomorrow - we are the same company that remains fully committed to protecting a mother's endeavor to breastfeed and provide the best nutrition for her baby. This will not have any impact in our collaboration and our beliefs. It is important for us to inform you first hand on our decision and please do not hesitate to contact us directly if you need further information.