

## Position Statement of MEDELA

WHO CODE - International Code of Marketing of Breast-milk Substitutes

Adopted: May 28, 2008

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### *Our Commitment*

Medela is a company that is driven by the importance of breastfeeding and its health benefits to children and women for nearly half a century. We are the number one choice in breastpump systems by hospitals and among mothers.

In addition to bringing research and knowledge to the field, our success is predicated on core values regarding the importance of breastfeeding and its public health benefits. Our obligation to mothers is first and foremost to make breastfeeding as **easy, safe and efficient** as possible in challenging environments where breastfeeding is increasingly difficult to sustain. The foundations of our business are as follows:

- **Breastfeeding Support Pledge**  
“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.” (Olle Larsson, Founder of Medela)
- **Medela Destiny Statement**  
Medela’s Breastfeeding Group exists to enhance mother and baby health through the life-giving benefits of breastmilk.

### *Our Position*

The WHO Code can be difficult to interpret particularly as it makes **no mention** of breastpumping and expressed milk. Medela’s understanding is that the intent of the Code is about regulating the practices related to promoting breastmilk substitutes and their delivery system(s). We do not believe the Code is about the delivery system as it relates to **feeding breastmilk**. The Code is written in support of breastfeeding and against the promotion of breastmilk substitutes unless under specified circumstances.

Medela believes that breastfeeding is best and the next best alternative is feeding expressed breastmilk. In order to maintain breastfeeding, mothers may require alternative ways to provide breastmilk to their infants. In line with the American Academy of Pediatrics guidelines, Medela supports that mothers should establish breastfeeding prior to introducing a nipple to their baby. Products such as bottles and nipples are critical components to sustaining breastfeeding where working mothers are required to return to work before they are ready to discontinue breastfeeding. We believe it is our obligation to: a) support a mother’s endeavor to breastfeed, and b) offer a complete breastmilk feeding solution (from “mother’s breast to baby’s belly”) of high quality products that enable mothers to provide the best nutrition of breastmilk to their babies.