



## **Best Practice Commitment Guide**

*Mum's best-loved source of advice & support for everyday parenting*

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## Introduction

### Bounty's values

For over 50 years Bounty has helped Mums get the most out of family life. Our unique partnerships with hospitals and Health Professionals, relationships we cherish, are testament to our dedication to providing the best advice and support to Mum. We strive to make it easy and simple to access that wealth of expertise and experience - online, offline, locally, nationally – to support family life.

We are a commercial business, so have responsibilities to our shareholders, but never at the expense of other stakeholders. We believe we can deliver value to ALL by delivering the advice, support, services, partnerships, products and returns they expect from Bounty.

The Bounty Best Practice Commitment is a set of guidelines which underpin our values and ensure that Bounty and its clients work to the best practices set out by healthcare professionals, government departments and other professional organisations.

Bounty's responsibility is 4 fold:

- 1) To ensure that mums to be and new mums get accurate and good advice
- 2) To earn and maintain the trust and respect of Health Care Professionals involved in the care of mums to be and new mums
- 3) To accurately represent the standards and guidelines of all bodies that influence policy and practice within the Maternity and Paediatric sectors.
- 4) To help position our clients promotions ethically and responsibly.

Bounty retains a Best Practice Panel of highly reputable professional advisers to ensure the accuracy of health and parenting information. Bounty's Best Practice Policy extends across the whole UK business and throughout all media channels.

## 1 Audit Procedure

### 1.1 Bounty Approval Panel

Anything sent out under the Bounty name is assessed against the best practice guidelines by an internal Bounty Audit panel. Clients are advised not to print or pre-pack larger quantities than necessary for a six-month period to ensure materials are compliance with any changes in best practice.

### 1.2 General Claims and Advertising Standards Authority

Bounty reserves the right to refuse any product likely to be considered contentious by healthcare professionals and/or parents or which might undermine our vision of being Mum's best-loved source of advice & support for



everyday parenting. Bounty will not accept advertising unless it complies with the ASA advertising code ([www.asa.org.uk](http://www.asa.org.uk)).

## 2 Infant Feeding

### 2.1 Bounty & Breastfeeding

Bounty fully supports the WHO/Unicef International Code on the Marketing of Breastmilk Substitutes and all subsequent resolutions both to the letter and the spirit and therefore recommends and supports exclusive breastfeeding for at least the first 6 months.

#### **Bounty DOES:**

- Recognise its privileged position in communicating everyday with new and expectant mums and the responsibility that comes with that
- Provides only factual information about breast and bottle feeding which is free from commercial interest
- Has its own internal audit panel who rigorously check and approve all communications (this includes checking the landing pages of website urls)
- Ensure that clients are contractually bound to not make any changes to communications distributed via Bounty media channels without re-submission and all campaign communications are automatically reviewed every six months
- Monitors and responds to any policy change at the earliest opportunity

#### **Bounty DOES NOT:**

- Generate revenue from the promotion of bottle feeding
- Allow advertising from any types of formula milk (including, infant, follow-on, toddler and specialist/prescription milks). It also excludes advertising for bottles, teats, dummies, nipple shields and weaning foods and drinks which state suitable from 4-6months, on the labelling of any products in its range
- Allow advertising of foods if the aim is to encourage parents to introduce solid food before six months
- Facilitate any recruitment to Baby Clubs or helplines specific to brands of excluded\* products
- Allow advertisements for general retailer's baby clubs to include website urls which land on content which advertises excluded products
- Allow companies to sponsor its breast or bottle feeding information or resources



- Allow website urls on advertisements of acceptable products, which are marketed under the same brand name as those primarily associated with excluded products, to land on content which:
  - Promotes formula milk, bottles, teats, dummies, nipple shields
  - Recruits to a Baby Club or promotes a helpline specific to brands of formula milk, bottles, teats, dummies
  - Contains inaccurate or misleading information relating to infant feeding
  - Have any more prominence than other contact details
  - Give any call to action to visit the website
- Bounty does not allow advertisements from general retailers to promote infant feeding. In addition, retailers' website urls cannot land on content which specifically promotes infant feeding . N.B we accept that general retailer web space changes by the minute, therefore products associated with infant feeding may occasionally feature as a small part of the landing page content, but must never be the primary focus.

On Bounty.com, we are happy to drive to a retailer website advertising a baby promotion if the landing page for that promotion does not feature products as excluded by our best practice guidelines.

We are happy to drive to a page that has the logo of a feeding brand as long as the page itself is not about infant feeding and the brand umbrella covers food for 6 months + babies

\*excluded products are defined as:

- any types of formula milk (including, infant, follow-on, toddler and specialist/prescription milks)
- bottles, teats, dummies, nipple shields
- weaning foods and drinks which state suitable from 4-6months

## Feeding

### *2.2 Bounty weaning and complimentary feeding policy*

Bounty definition of weaning: Weaning is the process of transition between reducing the supply of milk and gradually introducing an infant to solid food.

#### Non-weaning food brands

Non-weaning food brands, which are used by mums during weaning, for example some smooth yoghurt brands, that state the product is "suitable from



six months” will be allowed to advertise in our You and Your Growing Family guide, data to 6+ month babies, packs destined for mothers of 6+ month babies and respective 6+ month areas of our website.

### 2.3 Post-weaning children’s foods

Post-weaning foods marketed towards young children and labelled as 12+ months such as raisins or toddler snacks are allowed to advertise in our ‘You and Your Growing Family’ post-natal guide and the Family pack, relevant areas of our website, and use data for babies 6+ months provided that the brand has no other products in its range which state they are suitable from 4+ or 4-6 months.

### 2.4 Honey

Bounty will not take any promotional materials for honey aimed at infants less than 1 year old, in line with FSA guidelines.

### 2.5 Peanuts

Bounty does not allow nuts to be advertised as suitable for children less than 3 years of age. Whole peanuts should not be given to any child under five because of the risk of choking.

## 3 Non-Food Baby Products

### 3.1 Trainer Cups

We request that manufacturers of all lidded trainer cups include the following statements on their advertisements:

‘Never put juice or sweet drinks in no-spill/trainer cups. Reserve use of feeder/trainer cups for mealtimes and snack-time drinks only.’

### 3.2 Sterilizers

Bounty will accept promotional activities for sterilizers only in association with breast pumps. Promotional materials for sterilizers should carry a reference to breast pumps, either in the text or through illustration.

### 3.3 Dummies/Soothers

Bounty will not accept any promotional activities for dummies/soothers for babies less than 6 months of age or allow images of infants less than 6 months old using dummies in support of UNICEF’s concerns about interfering both with the establishment of breastfeeding, and ensuring the continuing supply of breast milk.



### 3.4 Sleeping Positions, Duvets & Pillows

Babies should be shown sleeping on their back in the feet-to-foot position. Babies should not be shown sleeping with an adult on a sofa or armchair, or on their side or front if under 6 months. Advertising for duvets, quilts and pillows must give a clear indication that these products are only suitable for infants of 12 months and over in line with FSID advice.

### 3.5 Baby Monitors

In line with FSID recommendations, we will not take promotional activity for Baby Monitors which suggest that they reduce the risk of Sudden Infant Death.

### 3.6 Toothpaste and Fluoride

The British Dental Association recommends that children age 0 – 3 years use toothpaste containing no less than 1,000 ppm fluoride. For children, aged 3 – 6 years, toothpaste containing 1,350-1,500 should be used. Bounty will ensure that all promotional materials for toothpaste will comply with these fluoride requirements.

## 4 Adult-focused Products

### 4.1 Relaxation/Essential Oils

Bounty cannot accept promotion for any products aimed at pregnant women which contain lavender, ylang ylang rosemary, basil, jasmine and clary sage, sage, as these may cause early labour

### 4.2 Slimming & Slimming Products

Bounty will only allow promotion of slimming services and products from 6 months post-natally. All slimming products and services must have healthy eating and exercise as their primary focus.

### 4.3 Antenatal Scanning Services

The following criteria should be fulfilled by any scanning company

- The company should operate to the current internationally agreed safety standards i.e. issued by either the British Medical Ultrasound Society (BMUS) or the World Federation of Medicine in Ultrasound & Biology (WFUMB)
- Staff performing such scans should be appropriately qualified and experienced
- The company must have in place pathways for medical referral
- The company should also make provisions for indemnity and legal liability.



#### 4.4 Stem Cell Collection

There are a number of difficulties in allowing private companies access to hospital environments. The RCM does not recommend commercial stem cell banking. Therefore Bounty will not undertake any advertising of private stem cell collections unless there is prior agreement from the hospitals specific to that location.

#### 4.5 Nipple Shields/Protectors & Creams

Nipple shields can interfere with breastfeeding and are only recommended by healthcare professionals in special circumstances. Bounty does not allow advertising or promotions that depict or mention nipple shields or protectors as it could imply that nipples need protecting or that breastfeeding is painful, which is not acceptable under the WHO code.

Advertising or sampling of creams for nipples is acceptable if the promotion does not discourage women from initiating or extending breastfeeding. Creams should not have to be removed in order to breastfeed. They must be positive towards breastfeeding and not imply or state that breastfeeding is painful or that the use of creams prevents sore nipples or that nipples require any preparation in order to breastfeed.

#### 4.6 Gambling/Gaming

Bounty will not work with companies who require a deposit to be lodged prior to the award of any "free credit" or "free prizes". We will also decline activity which involves the use of a premium rate phone number to ascertain prize details. Bounty will not accept gaming/gambling advertising which incentivises or is exploitative in nature.

### 5 Data and Electronic Media

#### 5.1 Data Protection Legislation and Regulation

Bounty's database is operated in strict compliance with the Data Protection Act. In addition Bounty strictly observes the rules and conditions of the Direct Marketing Association Code of Practice and the Mailing Preference Service (MPS) and the MPS subset, the Baby Preference Service (BPS).

#### 5.2 Using the Bounty Database

Companies wishing to promote their products directly to members of the Bounty Club may only do so if their goods and services comply with the Bounty best practice criteria.



Pregnancy Information Pack

You and Your Pregnancy

Mum to Be Pack

Baby Product Guide

Newborn Pack

You and Your Newborn

Family Pack

You and Your Growing Family