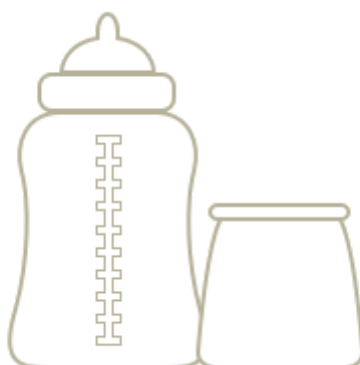


# FOOD PRODUCTS FOR CHILDREN UNDER 3 YEARS OLD CODE



1. Principal
2. Unusual industrial food products
3. Organic products
4. Absence of non authorized ingredients
5. Endorsement

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## 1. Principal

Advertisement must not lead to think that usual industrial food products are suitable for specific nutritional needs of children under 3.

## 2. Unusual industrial food products

If usual products and products for children under 3 are presented in the same visual manner, there must be made no confusion between the different natures of each product.

## 3. Organic products

Advertising for bio organic food must not denigrate, directly or indirectly, food products for children under 3 which must comply with stricter regulation.

## 4. Absence of non authorized ingredients

Advertisement highlighting the absence of certain ingredients prohibited by regulation (for example: without colorants, without preservative, etc.) is not allowed except for the clear statements in the advertisement, such as “In compliance with applicable regulation”.

## 5. Endorsement

All scientific or medical endorsements claiming regulatory, nutritional or health security are prohibited.