



Advertising to Children

Nestlé Commitment

As the world's leading nutrition, health and wellness company, Nestlé's is committed to promoting a healthy lifestyle through healthy eating and physical activity. This includes responsible and health-promoting communication to consumers.

The [Nestlé Consumer Communication Principles](#) are an integral part of Nestlé's Corporate Business Principles. Nestlé pays special attention to advertising to children. All Nestlé principles meet high ethical standards and their application is monitored by top management at Group level. The Nestlé Consumer Communication Principles stipulate that advertisements must:

- encourage moderation, healthy dietary habits and physical activity
- not undermine parental authority
- not mislead children about the potential benefits from the use of the product
- not create a sense of urgency
- not generate unrealistic expectations of popularity or success
- not create difficulty in distinguishing between television programme content and advertising content
- not use programme personalities, live or animated, other than our copyright characters to market products in or adjacent to television programmes, movies, magazines or printed material or on internet websites in which they normally appear so that our communication is clearly distinguished from such content
- have prior agreement and consent by school administration and event organisers, should activities in schools be considered

In July 2007, Nestlé added two principles to refer to marketing and communication activity to children:

- No advertising or marketing activity to be directed to children under 6
- Advertising for children from 6 to 12 to be restricted to products with a nutritional profile which helps children achieve a healthy balanced diet, including clear limits to product size and ingredients such as sugar, salt and fat.

These will be fully implemented in all Nestlé Markets globally by the end of 2008.

Nestlé has developed a set of "Implementation Guidelines" and a monitoring system to ensure compliance with the above.

Nestlé has also joined voluntary responsible advertising initiatives by the food and beverage industry in Europe, Canada, US, Thailand and Australia. The aim is to support and promote good nutrition and a healthy lifestyle. The industry pledges are subject to independent compliance monitoring.



Moreover, Nestlé, together with seven international food and beverages companies, has signed a global commitment to the implementation of the [WHO Global Strategy on Diet, Physical activity and Health](#) which covers five key areas including Marketing and Advertising to Children.

The Nestlé Nutritional Profiling System

Nestlé's worldwide strategy is to offer products that meet consumer taste preference and provide nutritional value.

Nestlé has established a rigorous system to assess the nutrient profile of its products. This is called the [Nestlé Nutritional Profiling System](#). The Nestlé Nutritional Profiling System is regularly reviewed by nutrition experts and product specialists in order to incorporate the latest developments in nutrition, health and wellness. Consequently, the Nestlé Nutritional Profiling System can evolve over time.

Contact information

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