

(Unofficial)

**Announcement of the Food and Drug Administration
Re: Criteria for Food Advertisement (No.2) B.E.2555 (2012)**

Since the Food and Drug Administration has considered to prescribe an addendum of specific criteria for some food advertisement for promotion of human breast feeding.

Subject to Article 41 of the Food Act B.E.2522 (1979) that anyone wishing to advertise qualities, usefulness or properties of food by radio, television, film, newspapers or other printed matters or by other means for commercial purposes, such person must submit sound, pictures, films or texts of such advertisement to the authority for consideration and receiving permission prior to advertise. The Food and Drug Administration prescribes criteria, procedures, conditions and guideline for food advertisements as follows:

1. Text in 1. Food for infant and young children, 2. Food supplement for infant and young children and 3. Dairy and dairy products of Specific criteria for food advertisement under Announcement of Food and Drug Administration Re: Criteria for Food Advertisement B.E.2551 dated 12th September B.E.2551 (2008) shall be repealed and replaced with the following texts:

“1. Food for infant and young children

1.1 Advertisement of Food for infant or Food for infant and young children including Modified Milk for Infants, Infant Food, Follow-up Formula Modified Milk for Infants and Young Children, Follow-up Formula Infant Food for Infants and Young Children and Special purpose food intended for infants and young children can only be advertised by dissemination of technical information in medical journal, dissemination of technical knowledge to doctors of medicine, nurses, midwives or nutritionist;

1.2 Dissemination of information shall not be presented as any product superior, equivalent or similar to human breast milk or persuade not to feed an infant with human breast milk and do not use of infant and young children pictures or graphics in an advertisement, including any practices of marketing such as diluting to taste;

1.3 Having a statement of “Human breast milk is the best for infant because of its fully nutrition value” in either picture or sound, as the case maybe;

1.4 To specify target group as in 1.1, as the case maybe.

2. Cow milk powder, Flavored milk powder and milk powder products which label specified age of target group from 1 year up

2.1 Having a statement of “Human breast milk is the best for infant” with clearly visible colour and letters and duration of presentation shall be enough to communicate for perception and understanding of content in sound and picture, as the case maybe.

2.2 Age of presenters shall be older than 3 years old and speaking with clear pronunciation.

3. Dairy and Dairy Products other than Cow milk powder, Flavored milk powder and milk powder products which label specified age of target group from 1 year up

3.1 Shall not communicate to be meaningful as a product for a specific group because everybody can consume including 3 years older children.

3.2 Age of presenters shall be older than 3 years and speaking with clear pronunciation.

This is from now onwards.

Announced on 20th July B.E.2555 (2012)

(Signed) Pipat Yingseree

(Mr. Pipat Yingseree)

Secretary-General of Food and Drug Administration

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Note: This English version of the notification is translated to meet the need of the non-Thai speaking people. In case of any discrepancy between the Thai original and the English translation, the former will take priority.