



Mother's Milk... The Promise of Health™

Why is Hygeia WHO-Code Compliant?

The World Health Organization (WHO), UNICEF and other leading experts agree that breastfeeding is the best nutrition for babies. To support breastfeeding, WHO developed an International Code of the Marketing of Breastmilk Substitutes (WHO Code) which includes infant formula, baby bottles and artificial nipples.

Hygeia fully supports the WHO Code and encourages adoption by world governments, the lactation community and the commercial companies aligned to the field.

- The World Health Organization is a specialized agency of the United Nations (UN) that acts as a coordinating authority on international public health. We believe that health in the world will be improved by following standards set by WHO.
- The WHO CODE protects mothers and babies, not only in the USA but worldwide. It is Hygeia's belief that full implementation of the CODE in the USA would increase our breastfeeding initiation and duration.
- As a breastpump company providing products and expertise to the breastfeeding community, Hygeia is a supporter of the WHO Code. It is our opinion that commercial companies should follow the Codes which govern the communities that they serve.
- We believe that unified support for compliance with the WHO CODE among lactation professionals will in turn create an imperative for commercial companies to follow the CODE.
- As a US-based company, Hygeia encourages the US government to adopt the Code and to incorporate the code into national legislation.
- Hygeia has established the position of "WHO Code Compliance Officer" to ensure compliance with all applicable regulations of the Code. We encourage other commercial companies serving the lactation community to establish such oversight.

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