



Building 7
Chiswick Park
566 Chiswick High Road
London
W4 5YG

Dr Helen Crawley
First Steps Nutrition Trust
66 Hammersmith Road
London
W14 8UD

28th March 2018

Dear Dr Crawley,

Thank you for your recent letter regarding our Cow & Gate Nutriprem advert currently running in publications for healthcare professionals.

At Nutricia Early Life Nutrition, we are very proud of our work supporting the care of premature babies and their parents because we know we can help make a positive difference at what is a very worrying time. Premature babies often require specialist care to continue their development and have very different nutritional requirements to full term infants.

We know a mother's milk provides the best possible start for babies. Where it is not possible to use a mother's milk, infant Food for Special Medical Purpose (iFSMPs), such as those in our range, are scientifically designed to support the nutritional requirements of premature babies. This includes products which are specifically designed to support the use of a mother's milk, through fortification.

Our advert is intended to highlight the benefits of our range, to healthcare professionals, underpinned by over 40 years of science and research into mother's milk. We would never ever suggest that the use of iFSMP is preferable to mother's milk. We work with healthcare professionals to ensure they have the scientific and factual information they need to best support babies and parents. We are committed to always working to the highest standards and have robust policies in place to ensure ethical engagement and responsible marketing.

Yours sincerely

A handwritten signature in black ink that reads "Danny Wilding". The signature is written in a cursive style with a large, sweeping 'D' and 'y'.

Danny Wilding

Public Affairs Manager