

WHO Code

Statement

The WHO Code of Marketing of Breast-milk Substitutes

As a producer and distributor of breastfeeding aids, Ardo medical AG supports the practice of breastfeeding with products of the highest quality and functionality. With our breastfeeding products, we offer solutions to breastfeeding difficulties and treat breastfeeding in a holistic and effective manner. Uncompromising compliance with the WHO Code is therefore a fundamental principle for us as an international company.

The international WHO Code of Marketing of Breast-milk Substitutes was introduced to protect the practice of breastfeeding. It governs the advertising of breast milk substitutes, feeding bottles and teats, reducing illness and death rates among babies around the world and making a vital contribution to lowering costs in the healthcare sector.

That is why Ardo medical AG makes a conscious effort to follow the WHO Code and does not promote feeding bottles. We wish to declare clearly and unequivocally that we are committed to our company policy, which observes the WHO Code in its entirety and subscribes to it without compromise.

Ardo medical AG



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