

**DANONE'S REPORT**  
on alleged non-compliance with  
**THE WHO CODE**  
(The Green Book)

FISCAL YEAR  
**2014**



## Early Life Nutrition and DANONE's Mission

Danone's mission is **"To Bring Health Through Food to as Many People as Possible"** and we do this by providing healthy and nutritious products to millions of consumers around the world. As a leader in the early life nutrition industry, we have a key role to play in both promoting and initiating change, including, the area of responsible and ethical marketing practices.

## Our Commitment to Responsible Marketing

At Danone, we understand the challenges faced by parents in raising their children and we believe that all parents should have access to the right information to allow them to make appropriate and informed feeding choices for their children.

In support of this, we acknowledge the importance of the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly ("WHA") resolutions and support the WHO's recommendation calling for exclusive breast-feeding for the first six months after birth and continued breast-feeding along with the introduction of safe and appropriate complementary foods thereafter. We work alongside committed partners, mobilising stakeholders to promote the long term benefits of ensuring the right nutrition during the first 1000 days.

## Danone and the Green Book

As part of our commitment to responsible and ethical marketing practices, Danone published its "Green Book"<sup>1</sup> in April 2013. This is Danone's Policy with regards to the marketing of foods for infants and young children. The WHO Code forms the basis for Danone's Green Book. The intention of the Green Book IS NOT to interpret or replace *The International Code of Marketing of Breast-milk Substitutes*, but to aid Danone employees in the implementation of the WHO Code. As a company it is important that we are consistent, clear and transparent as to the standards of behaviour we expect from our employees and partners in the performance of their duties, and to ensure this is done without ambiguity. The Green Book was developed for this purpose. It details areas where employees need to make ethical decisions related to the marketing of foods for infants and young children.

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<sup>1</sup> Danone's Green Book can be downloaded on [http://www.danone.com/uploads/tx\\_bidanonepublications/Danone\\_Green\\_Book\\_April\\_2013\\_v3\\_01.pdf](http://www.danone.com/uploads/tx_bidanonepublications/Danone_Green_Book_April_2013_v3_01.pdf)

## Compliance with the WHO Code

Danone has committed to prepare and publish an annual report detailing compliance, in order for our key stakeholders and other interested parties, to better understand how we manage compliance with our own Policy. It is part of our efforts to ensure greater transparency and accountability for our actions and to detail instances of non-compliance, and corrective actions undertaken.

## Reporting on Compliance

In our reporting, we categorise complaints/allegations as either substantiated or unsubstantiated versus our Policy and/or national regulations. We follow a strict process of evaluation of each complaint received from our local business units – irrespective of how or from whom, the complaint is reported.

Once a complaint is received, all facts are reviewed, to establish if the information presented is both genuine and compliant according to either our own Policy or national legislation regarding the marketing of breast-milk substitutes. We review compliance according to the following categories:

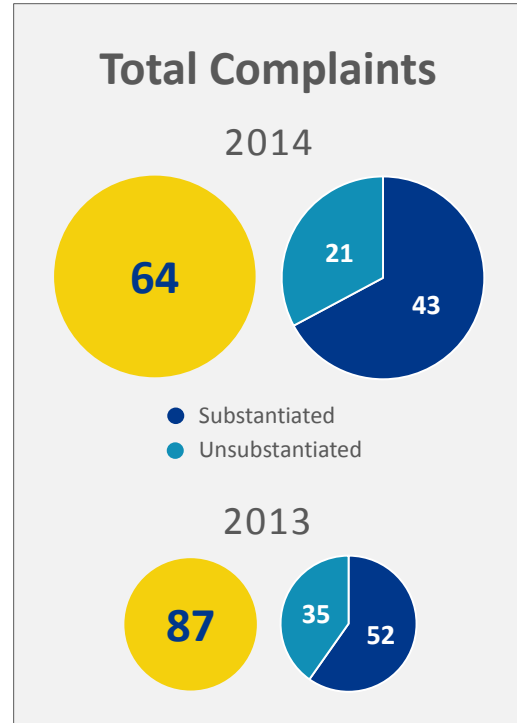
- Interaction with the General Public
- Interaction with Health Workers
- Labelling of Covered Products
- Information/Education to the General Public.

Substantiated and unsubstantiated complaints are then further classified as to:

- a) Actions conducted by Danone (which includes all subsidiary companies/entities and also all external distributors;
- b) Actions conducted by Third Parties (for example independent retailers, pharmacies).

A full analysis of substantiated and unsubstantiated complaints (related to either our own actions or those of Third Parties), is detailed in the Appendices to this report, but in summary, the following can be reported on, for the period 1 January to 31 December 2014:

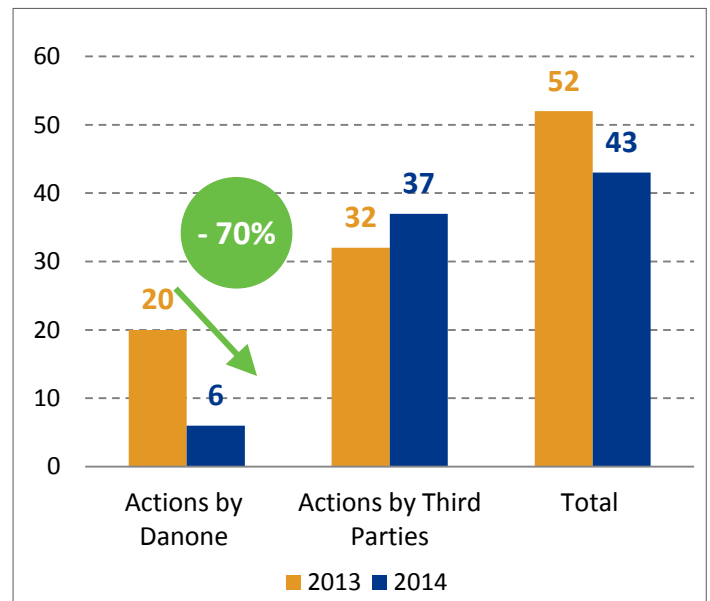
- No evidence of systematic violations of our Policy or local regulations were identified
- A total of 64 complaints were received:
- 43 were assessed as being substantiated:
  - 6 due to actions by Danone
  - 37 due to actions by Third Parties.
- 21 complaints were found to be unsubstantiated.



Any further analysis included in this report, has been prepared on the basis of the 43 substantiated complaints only.

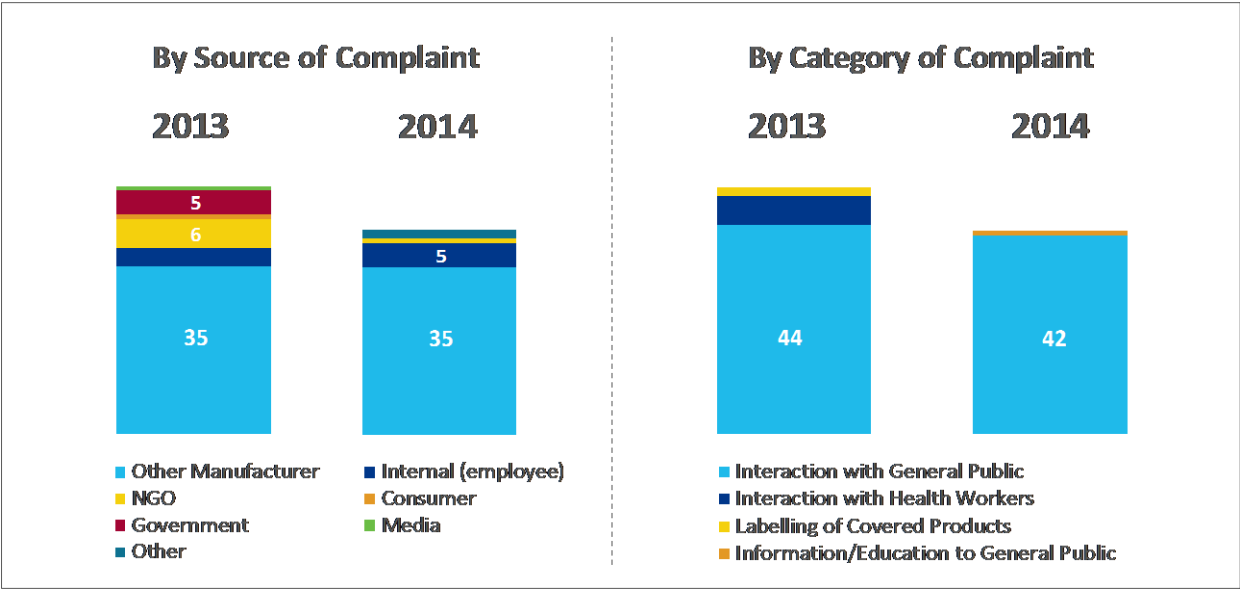
**Analysis of Substantiated Complaints 2014 vs. 2013**

- Total substantiated complaints declined by 17% vs. 2013
- The number of substantiated complaints attributable to Danone was 6, compared to 20 in 2013. A decrease of 70%
- 86% of substantiated complaints resulted from actions undertaken by Third Parties.



Danone receives complaints from different sources and reviews all facts before an assessment is made as to substantiation. We have analysed below the source, category and geographic region of the substantiated complaints.

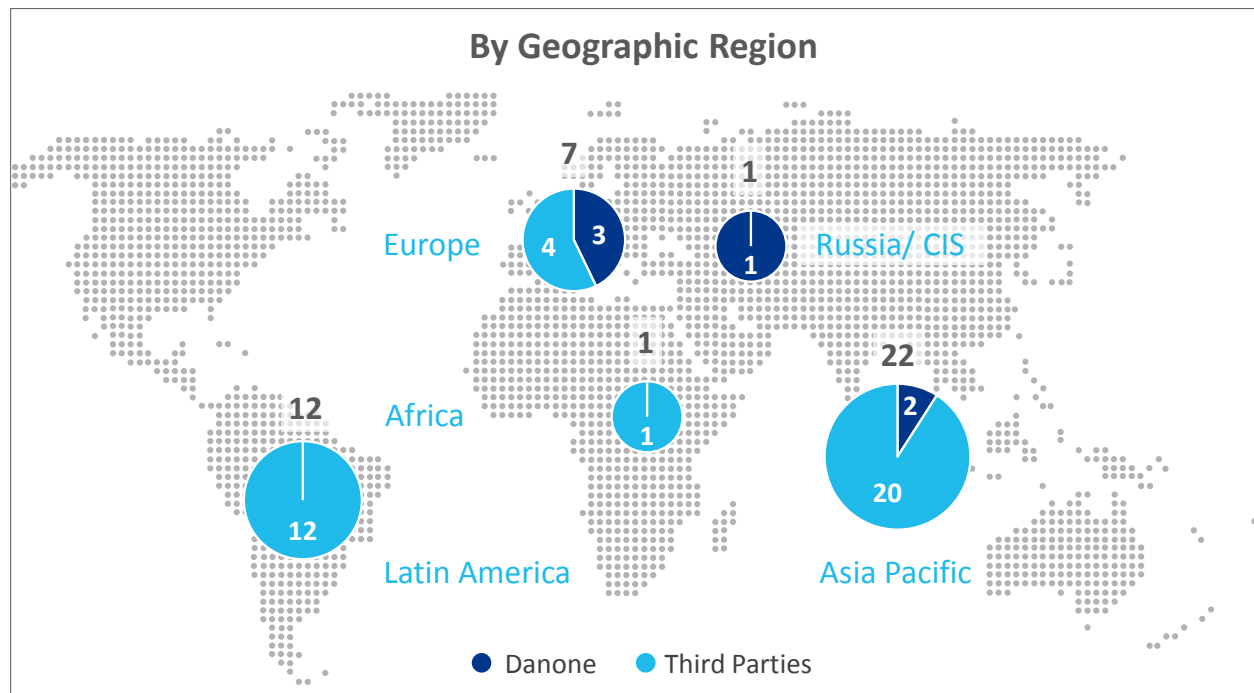
**Source and Category of Substantiated Complaint**



- Other manufacturers of infant formula account for 81% of substantiated complaints in 2014, compared to 67% in 2013
- 98% of substantiated complaints reported in 2014 relate to Interactions with the General Public. The majority of these are attributable to actions undertaken by Third Parties (actions by Third Parties are responsible for 86% of total substantiated complaints).

## Geographical Analysis of Substantiated Complaints

The Asia Pacific region accounts for 51% (22 out of a total of 43) of total substantiated complaints. This is a marked improvement versus 2013, where Asia Pacific accounted for 65% of total substantiated complaints.



## Conclusion

2014 saw a decrease of 26% in total complaints (substantiated and unsubstantiated). There was a decrease of 70%, in the substantiated complaints originating from actions by Danone, versus 2013.

There were no substantiated complaints relating to “Interactions with Health Workers” reflecting significant investment in driving awareness and training in this area.

These results are encouraging overall, but the 42 substantiated complaints originating from “Interactions with the General Public” still remains a concern. However, it should be noted, that more than 80% of these “Interactions with the General Public” are from actions of Third Parties.

For every substantiated complaint, we develop and execute a clear corrective action plan, either internally or with the Third Party.

Danone continues to commit to work closely with Third Parties to raise awareness of the WHO Code, and to reinforce our underlying Danone business principles. With a continued focus on education and training at the retail outlet/consumer interaction level, collectively we work towards ethical and compliant marketing practices, at all times.

We are a strong supporter of responsible marketing practises and are committed to continue to improve both our own practises and those of the industry. We encourage all stakeholders and consumers to report any instances of alleged non-compliance with our Green Book or national regulations directly to us for further action/follow up.

Attachments:

- Appendix 1: Substantiated Complaints Concerning Activities by Danone
- Appendix 2: Substantiated Complaints Concerning Activities by Third Parties
- Appendix 3: Unsubstantiated Complaints Concerning Activities by Danone
- Appendix 4: Unsubstantiated Complaints Concerning Activities by Third Parties

**Appendix 1: Substantiated Complaints concerning activities by Danone:**

Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
January	Interaction with General Public	A breastfeeding poster was seen in a health care facility with a picture of a baby and Danone products.	In line with the Green Book, consumer informational materials should not be used for advertising products.	Poster was removed.	Asia Pacific
March	Interaction with General Public	Infant formula products were accompanied by a promotional gift.	In line with the Green Book, infant formula should not be accompanied by gifts.	The distribution of the packs with the gift was discontinued. Training for specific employees and their managers was conducted. Sales Field Force employees were instructed on the restrictions of promotion of infant formula.	Russia +CIS
March	Interaction with General Public	Advertising infant formula brands on a Facebook posting and actively recruiting breast feeding mums for qualitative consumer research.	The Green Book does not restrict Danone from recruiting mothers that breast feed for consumer research. However, promotion of infant formula should never be linked to the research in any way during recruitment or during the research.	The Third Party Partner was extensively trained on the restrictions of the Green Book. Internal approval system for contracts with Third Party Partners was improved.	Asia Pacific
September	Interaction with General Public	Health claims made on young child formula are not substantiated.	In line with Danone's policies, health claims should be science based, balanced and accurate.	Health claims have been adapted to accurately reflect scientific facts.	Europe
October	Interaction with General Public	A potentially misleading advertising claim was made on young child formula.	In line with Danone's policies, health claims should be science based, balanced and accurate.	Health claims have been adapted.	Europe
December	Interaction with Health Workers	An advertisement (in a dedicated magazine for health care professionals) for special infant formula is misleading.	In line with the Green Book such advertisements should be science-based and accurate.	The advertisement has been discontinued.	Europe

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**Appendix 2: Substantiated Complaints concerning activities by Third Parties:**

Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
January	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Re-iterated to the retailer, Danone's commitments in the Green Book and the importance of compliance.	Latin America
January	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Re-iterated to the retailer, Danone's commitments in the Green Book and the importance of compliance.	Latin America
January	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Latin America
February	Interaction with the General Public	Infant and follow on formula promoted via a gift attached to the pack.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Retailer was requested to remove the gifts from the packs. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
February	Interaction with the General Public	Promotion through discounted price of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
February	Interaction with the General Public	Promotion through discounted price of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer, Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific

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Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
February	Interaction with the General Public	Promotion of infant formula in retail outlet via special promotion tag.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Promotion tag price was removed immediately by retailer. Re-iterated to the retailer about Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
February	Interaction with the General Public	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant formula should not be promoted or advertised.	Discounted price was adjusted and removed immediately by retailer.	Europe
March	Interaction with the General Public	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	POS materials removed from regular shelves.	Asia Pacific
March	Interaction with the General Public	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance. Measures were implemented to avoid retailer discounting prices (on last stock items) to ensure sell out.	Asia Pacific
March	Interaction with the General Public	Promotion through special display of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Product was removed immediately from special display by retailer.	Asia Pacific
March	Interaction with the General Public	Promotion through promotional materials of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Product was removed immediately from display by retailer.	Asia Pacific

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Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
March	Interaction with the General Public	Promotion through promotional materials of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Product was removed immediately from display by retailer.	Asia Pacific
April	Interaction with the General Public	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant formula should not be promoted or advertised.	Discounted price was removed immediately by retailer.	Europe
May	Interaction with the General Public	Promotion through discounted price of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
May	Interaction with the General Public	Follow on formula promoted through a gift attached to the pack.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Gift was removed immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
June	Interaction with the General Public	Promotion through discounted price of follow on formula in retail outlet.	In line with the Green Book infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
June	Interaction with the General Public	Follow on formula promoted through a gift attached to the pack for the consumer.	In line with the Green Book infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific

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Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
June	<i>Interaction with the General Public</i>	Infant formula promoted through a gift attached to the pack for the consumer.	In line with the Green Book infant and follow on formula should not be promoted or advertised.	Gift was removed immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	<i>Asia Pacific</i>
June	<i>Interaction with the General Public</i>	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant formula should not be promoted or advertised.	Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance. Retailer took appropriate actions.	<i>Europe</i>
June	<i>Interaction with the General Public</i>	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	<i>Latin America</i>
July	<i>Interaction with the General Public</i>	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Letter sent to retailer to re-iterate Danone's commitments in the Green Book and the importance of compliance. Training planned in 2015 for all retailers doing business with Danone.	<i>Latin America</i>
July	<i>Interaction with the General Public</i>	Promotion through discounted price of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Letter sent to retailer to re-iterate Danone's commitments in the Green Book and the importance of compliance. Training planned in 2015 for all retailers doing business with Danone.	<i>Latin America</i>
August	<i>Interaction with the General Public</i>	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Letter sent to retailer to re-iterate Danone's commitments in the Green Book and the importance of compliance. Training planned in 2015 for all retailers doing business with Danone.	<i>Latin America</i>

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Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
August	<i>Interaction with the General Public</i>	Special placement of infant formula that was considered contributing to promotion.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Letter sent to retailer to re-iterate Danone's commitments in the Green Book and the importance of compliance. Training planned in 2015 for all retailers doing business with Danone.	<i>Latin America</i>
August	<i>Interaction with the General Public</i>	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer	<i>Europe</i>
September	<i>Interaction with the General Public</i>	Promotion through discounted price of follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Letter sent to retailer to re-iterate Danone's commitments in the Green Book and the importance of compliance. Training planned in 2015 for all retailers doing business with Danone.	<i>Latin America</i>
September	<i>Interaction with the General Public</i>	Display of infant formula was considered a promotion.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Letter sent to retailer to re-iterate Danone's commitments in the Green Book and the importance of compliance. Training planned in 2015 for all retailers doing business with Danone.	<i>Latin America</i>
September	<i>Interaction with the General Public</i>	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was removed immediately by retailer. Re-iterated to retailer Danone's commitments in the Green Book and the importance of compliance.	<i>Asia Pacific</i>
September	<i>Interaction with the General Public</i>	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Product was removed immediately from special display by retailer. Re-iterated to retailer Danone's commitments in the Green Book and the importance of compliance.	<i>Asia Pacific</i>

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Month	Category	Summary of Complaint	Comments	Summary Corrective Actions	Region
September	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Product was removed immediately from special display by retailer. Re-iterated to retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
October	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Re-iterated to retailer Danone's commitments in the Green Book and the importance of compliance.	Latin America
October	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Latin America
October	Interaction with the General Public	Promotion through discounted price of follow on formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Asia Pacific
November	Interaction with the General Public	Promotion of infant and follow on formula in retail outlet through special display.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Special display was already removed at time of investigation.	Asia Pacific
November	Interaction with the General Public	Promotion through discounted price of infant formula in retail outlet.	In line with the Green Book, infant and follow on formula should not be promoted or advertised.	Discounted price was adjusted immediately by retailer. Re-iterated to the retailer Danone's commitments in the Green Book and the importance of compliance.	Africa

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**Appendix 3: Unsubstantiated Complaints concerning activities by Danone:**

Month	Category	Summary of Complaint	Comments	Region
January	<i>Interaction with the General Public</i>	Service by Danone in the form of an application 'app' is in breach of the Code for Promotion of Breast-milk Substitutes as it is advertised on Facebook.	In line with the Green Book, Danone can reach out to pregnant women about non-product related services.	<i>Europe</i>
February	<i>Interaction with the General Public</i>	Offer of discounted product made available to parents who have had a multiple birth (e.g.: twins, triplets etc.).	In line with the Green Book, offer is not advertised and only available upon receipt from a HCP confirming the multiple birth and that the infants are already being formula fed.	<i>Asia Pacific</i>
February	<i>Interaction with the General Public</i>	Advertising on a Danone website for a promotion on discounted prices for follow on and young child formula.	Follow on formula and young child formula are out of the scope of the Green Book in low risk countries.	<i>Asia Pacific</i>
April	<i>Interaction with the General Public</i>	Distribution of infant formula to pregnant women in health care facility.	After investigation it was concluded that all products were provided to the health care facility in line with the Green Book. Health care facility has confirmed to have never received products to distribute to pregnant women.	<i>Russia + CIS</i>
April	<i>Interaction with the General Public</i>	Promotion of follow on formula via a special shelf display.	There was no evidence of a special shelf display or promotion for follow on formula. Formula was placed on shelf above young child formula.	<i>Asia Pacific</i>
May	<i>Labeling of Covered Products</i>	Label of product includes pictures of whole product range which is advertising and promotional.	The label of the product in question was young child formula, which is not a product covered by the Green Book. The use of the product range images was intended to show adequate information to ensure the mother could make an informed choice in regards to the suitability and relevance of the product. Although the product was not covered by the Green Book, labelling should not be used to advertise products which are covered by the Green Book. To avoid confusion, the label has been revised.	<i>Asia Pacific</i>

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Month	Category	Summary of Complaint	Comments	Region
June	<i>Interaction with the General Public</i>	Advertising on a Danone website for a promotion on discounted prices for follow on and young child formula.	In low risk countries, follow on formula and young child formula are out of the scope of the Green Book.	<i>Asia Pacific</i>
June	<i>Interaction with the General Public</i>	Informational materials for HCP's carrying infant formula pack shot were given to the General Public.	In line with the Green Book these materials were not distributed to the General Public.	<i>Asia Pacific</i>
July	<i>Information and Education Materials</i>	Showing a breastfeeding mother in a broadcast advertising about young child formula.	Young child formula does not fall under the scope of the Green Book. The broadcast advertisement depicted a woman breastfeeding, to reiterate the importance of exclusive breast feeding in the period from 0-6 months of age, and the superiority of breast-milk.	<i>Asia Pacific</i>
August	<i>Interaction with the General Public</i>	Inclusion of pictures of infants (children under 1 year) in a TV commercial for young child formula, which generates consumer idealisation of using breast milk substitutes.	In line with the Green Book marketing materials related to non-covered products should not discourage breastfeeding. The infant shown, was being breastfed and not in any relation to product display. Therefore this commercial is not in contravention of the Green Book.	<i>Latin America</i>
October	<i>Interaction with Health Workers</i>	Providing samples of follow on formula in a health care facility and distribution of samples to health workers during clinical meeting.	After investigation it was concluded that in line with the Green Book samples of follow on formula were not distributed.	<i>Africa</i>
October	<i>Interaction with the General Public</i>	Running a free draw with prizes of considerable value.	In line with Danone's Policies the activity is related to the company, not to any of Danone's products.	<i>Asia Pacific</i>
October	<i>Interaction with the General Public</i>	In a Danone campaign, a public figure spoke on television about regarding her own breastfeeding experiences.	In line with Danone Policies, the interaction with the public figure is transparent and based upon a written agreement. The individual did not recommend any of Danone's products.	<i>Europe</i>

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Month	Category	Summary of Complaint	Comments	Region
October	<i>Interaction with Health Workers</i>	Danone sponsored a seminar hosted by a public institute.	In line with Danone's Policies, Danone can sponsor activities under strict internal policies which were applied in this case.	<i>Europe</i>
October	<i>Interaction with the General Public</i>	A conference about nutrition sponsored by Danone was broadcasted on the radio side by side advertising on follow on formula.	The advertisement and conference were completely unrelated. The conference did not contain any references to Danone brands and is outside the scope of the Green Book.	<i>Europe</i>
October	<i>Interaction with Health Workers</i>	A program on national television sponsored by Danone, included discussions with a leading nutritionist.	Conferences and seminars on First 1000 days, is outside the scope of the Green Book.	<i>Europe</i>
October	<i>Interaction with the General Public</i>	An employee of Danone was represented as being an expert on infant nutrition.	In line with the Green Book, employees can be presented as an expert on nutrition, as long as: a) it is clear to the consumer that they are a Danone employee and b) education on covered products is not provided.	<i>Europe</i>
November	<i>Interaction with the General Public</i>	CRM Facebook advertisement was directed towards pregnant women.	In line with the Green Book, Danone can reach out to pregnant women about non-product related services.	<i>Europe</i>

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**Appendix 4: Unsubstantiated Complaints concerning activities by Third Parties:**

Month	Category	Summary of Complaint	Comments	Region
January	<i>Interaction with the General Public</i>	Young child formula and pregnancy products were given for free to consumers.	Young child formula and pregnancy products do not fall under the scope of the Green Book.	<i>Asia Pacific</i>
March	<i>Interaction with Health Workers</i>	Prescription pads stating Infant and follow on formula were found in a hospital.	The prescription pad concerned was a material that had been discontinued in 2012. The prescription pad concerned was not found during investigation at location mentioned.	<i>Asia Pacific</i>