



# Lamaze®

## *I n t e r n a t i o n a l*

October 15, 2003

Dear Lamaze Members and Fellow Childbirth Educators,

I want to make you aware of a very serious issue regarding a violation of the Lamaze International Advertising Policy with the recent shipment of *Lamaze Parents Magazine*.

The inclusion of the Walmart Baby Gift Registry Catalog in the magazine shipment is in direct violation of Lamaze International's Advertising Guidelines and Quality Controls. The catalog includes a number of advertisements, including bottle and infant formula, which are contrary to our Advertising Guidelines. Our policy clearly states that consistent with its philosophy of breastfeeding, Lamaze International abides by the World Health Organization International Code of Marketing Breastmilk Substitutes, and that all advertising must be consistent with its philosophy, mission and goals and not tarnish its reputation. The mailing would not have been approved had it been reviewed in accordance with our standard procedures, and should not have been sent out by iVillage in connection with any Lamaze publication or communication.

We are very proud of the quality educational content of *Lamaze Parents Magazine* and have worked diligently to ensure that all Lamaze publications and communications uphold our advertising standards, particularly with regard to WHO Code compliance.

I want to assure you that the Lamaze International Board of Directors is taking quick action to address this serious issue with iVillage and to rectify this incident which was clearly prohibited by our agreement.

Sincerely,

Barbara Hotelling, BSN, CD(DONA), LCCE, FACCE  
*President, Lamaze International*

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