

Best practices for interactions between the infant nutrition industry and healthcare professionals and healthcare organisations.



Why the SNE Code?

- **Breastmilk is the best source of nutrition** in early life. But when an infant is not breastfed, the only scientifically proven, safe alternative is infant formula.
- We share the common goal with healthcare professionals (HCPs) to **ensure that all babies have access to optimal nutrition**.
- The **scientific dialogue** between HCPs and the infant nutrition industry is essential: HCPs play a vital role in communicating to formula manufacturers the needs of infants and young children. Manufacturers rely on this information to identify valuable opportunities for product improvement and to develop formula and baby food to the latest scientific knowledge.
- The objective is to guide the European infant nutrition industry to ensure that its **interactions with healthcare professionals respect the highest ethical standards**.

What is the SNE Code about?

- It sets **clear rules regarding industry's interactions** with HCPs on infant nutrition, feeding and health.
- It is based on **existing EU legislation** as well as on **previously existing Codes** that were put in place at National level by SNE member associations.
- It also contains additional and/or more detailed provisions not covered by EU legislation (e.g. on lifelong learning activities organised by the private sector).



Who and what is covered by the Code?

- The Code applies since the beginning of 2025 and lays down best practices for **SNE member associations and their member companies**.
- It applies to their interactions with HCPs and their organisations, taking place in the (currently 18) **European countries** where SNE's member associations are located.
- Interactions covered in this Code include the **promotion** of products; **hospitality, gifts and grants**; and life-long **learning** activities, in as far as they pertain to **infant formula, follow-on formula and foods for special medical purposes intended for infants**.

Find out more

About SNE¹: At Specialised Nutrition Europe (SNE), we unite and represent the specialised nutrition industry across Europe to contribute to positive framework conditions for products for people with specific nutritional needs. These include infants and young children, people with medical conditions, disorders and diseases comprising inter alia coeliac disease, sports people and those managing their weight.

SNE position on interactions with HCPs: SNE agrees with the representatives of seven major Medical Societies who stated that "(...) the assumption of WHO that interaction of pediatricians and their organisations with companies providing BMS (breastmilk substitutes) would undermine support for breastfeeding and 'compromise patient care' is not supported by accountable evidence".²



www.specialisednutritioneurope.eu/interactions-with-healthcare-professionals



Scientific Dialogue is Essential



www.specialisednutritioneurope.eu

¹ EU Transparency Register Number: 33498019160-40. <https://www.specialisednutritioneurope.eu>

² Bogнар et al, Promoting breastfeeding and interaction of pediatric associations with providers of nutritional products. Front Pediatr 2020; 8:25:562870