

Infant Milks Marketed as Foods for Special Medical Purposes (iFSMPs): Did You Know?

iFSMPs should be:

- specialised products for infants with specific diagnosed clinical needs

and are:

- regulated differently to standard infant milks
- a potential risk to health, especially if used inappropriately



The law requires that all iFSMPs are used under medical supervision.

But, because they can be sold directly 'off the shelf', many are used without consultation with a health care professional

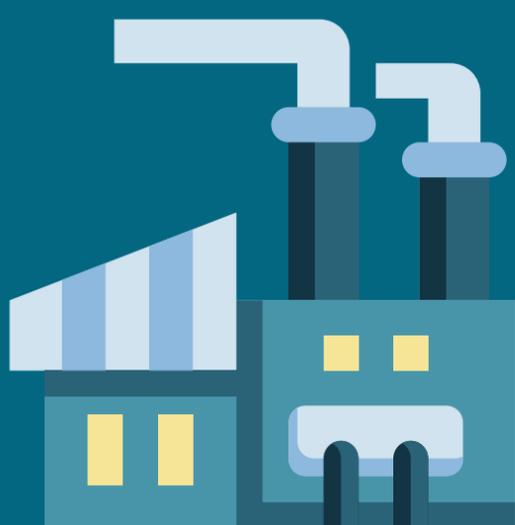


Some products are marketed as iFSMP without any robust scientific evidence that have any clinical effect e.g. comfort milks. These are unnecessary products.

Some products marketed as standard infant formula may have added health risks and would be more appropriately categorised as iFSMP e.g. lactose free and soya protein based infant milks. These should be used under medical supervision.

So what's the problem?

- when iFSMPs are not used under medical supervision, **potential risks are not being managed**
- Parents of babies with a **true clinical need** for iFSMPs may have to buy them rather than obtaining them on prescription from the NHS
- **self-medication** using products with implied effectiveness that are available off the shelf **could result in missed opportunities** to diagnose more serious underlying problems
- these products generally come at an **increased cost** to standard infant formula



The commercial milk formula industry uses misleading marketing to suggest to health care professionals that products lacking clinical effectiveness are evidence based

This increases the chances that they will be recommended by hcps driving both inappropriate use and overuse of products

Read more in our full report at: www.bflg-uk.org/our-work#reports