

FAQs for Evenflo.com

Why is Evenflo moving so strongly in support of breastfeeding?

- *As part of its Best for Baby mission, Evenflo is elevating its commitment to breastfeeding – acknowledged to be the healthiest and preferred choice for baby – by expanding its product line and its educational efforts to enable moms to have the most satisfying breastfeeding experience.*
- *Evenflo firmly believes that breastfeeding is best for baby and mom and will support breastfeeding through our breast pump products in the U.S. However, for women who do not breastfeed or breastfeed exclusively, we are committed to providing them with the highest quality bottles and nipples.*

Why is it important for women to breastfeed their babies?

- *Evenflo recognizes the critical role breastfeeding plays in the health of infants and early childhood development, and is committed to assisting mothers who breastfeed.*
- *Babies who are not breastfed experience increased risk and incidence of diseases and conditions preventable or reduced by breastfeeding or the receipt of human milk.*
- *Research shows that the availability of breast pumps can extend the duration of breastfeeding and the time that breast milk is available for babies.*

What about moms who say they “just can’t breastfeed” for whatever reason?

- *Evenflo firmly believes that breastfeeding is best for baby and mom and will support breastfeeding through our breast pump products in the U.S. However, we understand that not all women breastfeed or breastfeed exclusively, for any number of reasons, and are committed to providing them with the highest quality bottles and nipples.*

Why did Evenflo decide to acquire Ameda?

- *As part of its elevated breastfeeding focus, Evenflo is making a strategic acquisition of Ameda -- a respected and admired company that is praised by lactation experts for its high-quality breast pumps and education programs.*
- *The combination of Evenflo expertise marketing to moms and Ameda's depth of product development knowledge and strong hospital presence will further expand our commitment to provide moms with a wider range of breastfeeding options.*

Will Ameda continue to be an independent brand or be folded into Evenflo product line?

- *Ameda is one of the most respected brands in the breastfeeding industry in the U.S. and around the world. The Ameda brand identity and focus on the health professional market will not change. In fact, we plan to grow and expand the Ameda line moving forward.*

What are your plans for the Ameda brand moving forward?

- *The combined resources of the two companies create a world-class breastfeeding business, integrating Ameda's product development knowledge with Evenflo's retail presence and expertise making "Best for Baby" products available to moms worldwide.*

Why has Evenflo decided to become WHO Code compliant now?

- *The World Health Organization's (WHO) International Code of Marketing of Breast Milk Substitutes is a unique tool to protect and promote breastfeeding around the world, and to ensure that breast milk substitutes, feeding bottles and nipples are not marketed inappropriately.*
- *We believe that the WHO Code helps to support and encourage breastfeeding, the healthiest choice for babies. As part of its elevated commitment to breastfeeding, Evenflo will be the first baby bottle manufacturer in the U.S. to become compliant with the WHO International Code of Marketing Breast Milk Substitutes.*
- *Ameda is already WHO Code compliant, and Evenflo is committed to maintain compliance with those standards across its feeding product line.*

How will you ensure that Evenflo will be compliant with the WHO Code?

- *We are working closely with the National Alliance for Breastfeeding Advocacy (NABA) and its Executive Director Marsha Walker and consulting with UNICEF to ensure that we are taking all necessary steps to ensure Code compliance.*
- *In accordance with WHO Code requirements, Evenflo will immediately take three steps:*
 - *Discontinue all bottle and nipple advertising directed to consumers*
 - *Change our packaging to align with WHO Code guidelines*
 - *Remove bottle/nipple images and sales from the Web site*

How are you supporting working moms who wish to breastfeed but also work full-time? Won't WHO Code compliance limit your ability to market to them?

- *We believe that the range of breast pump and breast pump accessories from Evenflo and Ameda will help working moms to breastfeed for a longer period and in a more convenient manner. The WHO Code only limits the marketing of bottles and nipples directly to consumers, not their availability.*

Are you going to continue to sell bottles and nipples, and does this compromise your ability to comply with WHO guidelines?

- *In accordance with the WHO Code and to help encourage and support breastfeeding, Evenflo will not advertise bottles and nipples to consumers but will continue to make the highest-quality bottles and nipples that will be sold at retail for both moms who are using breast pumps and those who are not able to breastfeed.*

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