

# This “free” bag comes with a \$700 price tag. So why does your hospital want to hand it out?



This “free” bag comes courtesy of big drug companies. They want to start babies on their expensive brands of infant formula.

- \$\$\$** ▶ If a mom chooses to formula-feed, that “gift” starts her baby on a brand that costs \$700 more a year than store brands.\*
- \$\$\$** ▶ If a mom chooses to breastfeed, research shows she is more likely to start using formula if she takes home a bag.\*\*
- \$\$\$** ▶ Health professionals want hospitals to stop marketing formula to new mothers. This practice is opposed by the American Academy of Pediatrics, the American College of Obstetricians and Gynecologists, the CDC, the American Public Health Association, and the World Health Organization.

Visit [www.BantheBags.org](http://www.BantheBags.org) for more information. Tell your hospital that you don't want drug companies to profit at the expense of mothers and babies.

**Hospitals should market health, and nothing else.**



Massachusetts  
Breastfeeding  
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