

HENRY

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Statement

HENRY Infant Feeding: Every baby has the best possible start in life

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At HENRY, we champion **infant feeding choices** and the development of **close parent-infant relationships**. Our commitment to these principles means we are fully aligned with the **UNICEF UK Baby Friendly Initiative (BFI)**, as we strive to give all babies the best possible start in life.

We recognise the importance of breastfeeding for the health and well-being of babies and mothers, and we provide information and support to families who breastfeed. In addition, we recognise that not all families breastfeed, and we provide **evidence-based information** to support families who formula feed. We aim to ensure that all babies are fed **safely and responsively** and are protected against harmful commercial interests, such as the marketing of breast milk substitutes. Regardless of the type of milk used, we understand that feeding babies can include a range of methods, including direct from the breast, the use of a bottle, cup, or tube, depending on a baby's and family's needs at any given time. Our support remains **non-judgmental** and **family-centred** to help each family feed their baby with love and care.

We are dedicated to upholding the principles of the **UNICEF UK Baby Friendly Initiative**. This commitment entails providing comprehensive support to all families, no matter their unique composition or structure, focusing on infant feeding practices and **fostering strong, nurturing relationships** between parents/carers and their babies. **Our overarching goal is to ensure that every baby has the best possible start in life.**

At HENRY, we are committed to staying updated on developments in these areas and to continually refining our approach to providing optimal support for families and their babies.

(V.06.2025)