

Unilever Foods Marketing to Children Principles

Unilever Foods is committed to responsibly market to children globally across all forms of marketing communications.

We comply with all local regulations and pledges, always applying the strictest standards. If no local rules exist, we do not advertise foods or drinks to children under six. We only market to those aged 6–13 if the product meets [Unilever's Science-based Nutrition Criteria](#) (USNC), which follow global dietary guidance.

We ensure our advertising is transparent and never promotes unhealthy habits. We are accountable for our practices and ready to adapt based on regulatory or public feedback.

Additionally, Unilever adheres to a comprehensive set of [general food and beverage principles](#).