Labelled for Life has been produced as part of Mothers’ Union’s Bye Buy Childhood campaign, to support and empower families in managing the influence of marketing and the media on their children.

You can use this A5 booklet:

- To learn about modern marketing methods
- For practical ideas on how to navigate the commercial world with children
- To find out about current advertising regulations and who to take complaints to
- For ideas on taking further action with the Bye Buy Childhood campaign.

As well as reading it at home, you could use it in parents’ group. Available for £2 per copy (or discount on bulk) from Central Services at Mothers’ Union on 020 7222 5533 or www.themothersunion.org