



Differentiate with **DHA**...the Smart Omega-3!

Who is looking after our **children?**

Parents are very conscious of the needs of their children; they also tend to spend time educating themselves about proper nutrition. Omega-3 DHA has many health benefits for mothers, unborn babies and growing children. Products targeted at the special needs of expectant and new mothers; and marketed to highlight health benefits to both mother and baby, will be an attractive choice for these discerning well informed consumers.



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You can develop a complete range of healthy foods attractive to or specifically for pregnant women, lactating mothers and their babies. This enables you to maximise returns from your marketing investment by keeping your customers buying for longer.

The Nu-Mega range of products enables you to fortify every day foods to target this potentially lucrative market. How about some healthy snack and meal choices for expectant and new mothers with balanced nutrition and a healthy dose of Omega-3 DHA?

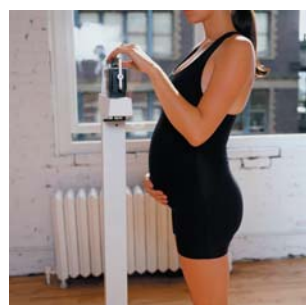
During this period, expectant mothers can find regular meals quite

a daunting prospect; and something light and healthy will be an attractive choice. Products focused on health benefits and marketed to this segment have consistently achieved significant premiums. The infant formula market for example has embraced Omega-3 DHA fortification to better approximate the profile of breast milk, with most premium brands offering an Omega-3 DHA enriched formula.

“New mothers find any message targeted at improving the health of their baby difficult to ignore”.

Healthy mums give birth to **healthy babies!**

At the beginning of pregnancy, nausea can decrease appetite and morning sickness can have a negative impact on nutrient intake. This, coupled with the baby's demand for Omega-3 DHA, may rapidly deplete a mother's Omega-3 DHA reserves^(1,2). Fortifying a mother's usual diet with Omega-3 DHA can help ensure normal development of the baby and improve well-being of the mother.



A mother provides Omega-3 DHA to her child both before and after birth, thus reducing her levels of this essential fatty acid, which may contribute to potential physical and mental health issues. It is particularly important for an expectant mother to increase her Omega-3 DHA intake to replenish Omega-3 DHA provided to

her baby. Research suggests that minimum intakes of Omega-3 DHA should be maintained throughout and beyond lactation⁽⁹⁾.

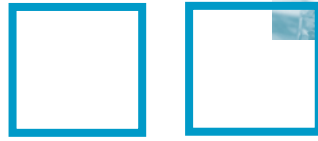
- The advised minimum intake of Omega-3 DHA during pregnancy is 300mg per day⁽⁴⁾.
- Postnatal depression has been linked to low levels of Omega-3 DHA^(5,6).
- Recent research has suggested a role for Omega-3 DHA in reducing the risk of breast cancer^(7,8).

The risk of brain development disorders is highest in very low birth weight infants. Studies have shown that these babies are most likely to have been born to mothers who were poorly nourished. Along with other nutrients, these babies are often deficient in Omega-3 DHA⁽⁹⁾.

Label Claims

“Omega-3 DHA is important in all stages of pregnancy; it is essential for the proper development of a baby's brain and eyes⁽¹⁰⁾.”

“About three quarters of a baby's brain cells are formed before birth, Omega-3 DHA is essential for fast and accurate message transfer in the brain⁽⁹⁾.”



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Healthy babies grow into healthy kids!

Who is looking after breast fed babies?

We are all told "breast is best", but this is wholly dependent on mum ensuring her own diet is healthy.

In the first year of life, the head circumference of babies doubles and their brains use 50% of their food^(9,11). Omega-3 DHA is required by newborn babies for healthy eye and brain development⁽¹²⁾. They can receive this through breast milk only if their mother ensures that her own consumption of Omega-3 DHA is sufficient for both her own needs and the needs of her developing child.

Studies in Australia have found that the decline in Omega-3 DHA intake by mums is resulting in lowered levels of DHA in their breast milk. Indeed, the level of Omega-3 DHA in breast milk dropped 30% over a 14-year period⁽¹³⁾. The minimum recommended intake for breast feeding mothers is 300mg of Omega-3 DHA per day⁽⁴⁾.

Who is looking after bottle fed babies?

While "breast is best", breast feeding is not always practical or even possible. Infant formula manufacturers have responded and worked hard to better approximate mother's milk in convenient powder form. The fortification of baby formula with Omega-3 DHA is an important and logical extension of this product development process.

Recent studies have found that babies receiving Omega-3 DHA enriched formula:

- Had superior problem solving ability at 10 months of age when compared to infants fed a standard formula⁽¹⁴⁾.
- Performed better in intelligence and visual tests^(15,16).

For these reasons, many infant formula manufacturers offer a premium range incorporating Omega-3 DHA. Are you missing out on this growing market segment?

Why stop here? Babies start on solids before you know it.

Who's supplying the DHA enriched pureed baby foods, cereals and teething biscuits?

Toddlers need Omega-3 DHA too!

By age three, childrens' brains have grown to 70% of their adult size and up to 95% by age 7⁽¹¹⁾. Since DHA is to the brain, as Calcium is to the bones, it is vital to ensure adequate intakes during these growth phases. Aside from growth and development, Omega-3 DHA can assist with proper functioning of the brain by helping signals jump the gaps between brain cells⁽⁹⁾.

Many mothers have been exposed to the message that Omega-3 DHA is important for a child's development by purchasing DHA enriched infant formula. Why not extend this purchasing habit with foods developed for young children? Toddlers quickly grow out of pureed foods and more variety is required to keep them interested. Here is an opportunity for a healthier range of cookies, crackers & desserts enriched with Omega-3 DHA.

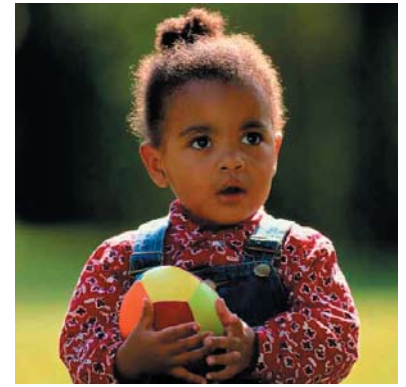
Label Claims

"With LCP's^(a), particularly DHA, which research has shown are important for the growth and development of the brain, eyes & nervous system"

"DHA is to the brain, as Calcium is to the bones"

"Especially formulated to provide LCP's^(a) Omega-3 & Omega-6 for baby's growth & development"

"With added Omega-3 for healthy growth and development"



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Definitions

- (a) Long chain polyunsaturated fatty acids.

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