



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

## Smarter School Lunches!

Kids can have fickle attitudes to food. Traditional sources of Omega-3 DHA such as oily fish, kidneys, liver and brains are often ignored by fussy youngsters. Everyday children's food products fortified with Omega-3 DHA will enable parents to provide healthy food choices for their children without asking them to change their diet – just don't tell them it is good for them!



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Parents want their children to grow up healthy and to reach their full potential both physically and mentally; great tasting foods that address these desires have always achieved significant retail success.

- Low DHA consumption has been found in children with learning and behavioural problems like ADD (Attention Deficit Disorder), ADHD (Attention Deficit Hyperactivity Disorder), dyslexia and dyspraxia<sup>(1)</sup>.
- One study found that school age boys with the highest consumption of DHA and Omega-3s had the fewest learning problems, were less hyperactive, and showed improved overall academic achievement and ability in mathematics. The boys with the lowest DHA consumption had the highest incidence of behavioural problems, sleep problems and temper tantrums. Further, researchers think that some children with dyslexia and dyspraxia poorly convert other omega-3 fatty acids found in their diet to DHA, leading to a deficiency of Omega-3 DHA<sup>(2,3)</sup>.

Fortifying everyday foods with Omega-3 DHA presents a compelling case to well informed parents wanting the best for their children. New mothers have a very high awareness of Omega-3 DHA due to its prevalence in infant formula. Extending this purchasing habit into early school years should be a highly successful strategy.

Why not consider fortifying some nutritious snacks for the lunch box or school canteens? How about an Omega-3 DHA enriched smoothie or snack on the table for when the kids get home from school?



## Label Claims

In Australia

**“Omega-3 DHA is essential for healthy brain development and function.”**

In the UK

**“DHA is a long chain Omega-3, vital for healthy brain structure.”**

## References

- (1) Stevens L et al. EPA supplementation in children with inattention, hyperactivity, and other disruptive behaviours. *Lipids*. 2003 Oct;38(10):1007-21.
- (2) Stevens LJ et al. Omega-3 fatty acids in boys with behaviour, learning, and health problems. *Physiol Behav*. 1996 Apr-May;59(4-5):915-20.
- (3) Richardson AJ et al. A randomized double blind, placebo-controlled study of the effects of supplementation with highly unsaturated fatty acids on ADHD-related symptoms in children with specific learning difficulties. *Prog Neuropsychopharmacol Biol Psychiatry*. 2002 Feb;26(2):233-9.

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