

Q.

Can you help my baby be the best baby ever?

Mothers who can't or don't wish to breastfeed their baby don't want second best. Understandably, they want an infant formula as close as possible to mother's milk, the undisputed gold standard



A.

Nestlé Infant Formula: a century of progress in infant nutrition

Nestlé Infant Formula: fulfilling mothers' and babies' needs

Understanding babies' needs

In their first few months, babies' needs for food and nutrition are very different from at any other age. They feed, then they sleep. This way, they channel all their energy and the nutrients they consume into their growth and development.

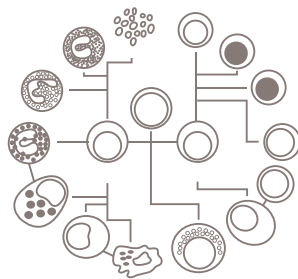
Babies grow visibly. They double their body weight in four to five months, and triple it in a year. At birth, the brain accounts for 17% of total body weight. In 18 months, it grows almost to adult size.

The first months are also critical for development of other vital organs such as the liver, heart and kidneys. A baby's stomach grows from about 30 ml to 120 ml in its first month. Digestive enzymes then develop and, from about six months, babies can begin to eat solid foods.

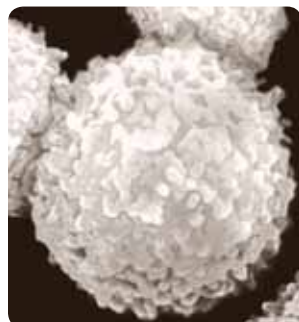
From understanding to actionable insight In the early months, milk is the only food babies can easily digest. Breast milk is best, but infant formula also has to provide all the nutrients needed for growth and healthy development.



Enhanced immune defences: New Nan creates a protective intestinal flora similar to mother's breast milk



Immune system cells



Lymphocytes

The consumer at the heart of all we do Babies' needs are universal and natural. To meet them, Nestlé infant formulas must provide "total nutrition". However, Nestlé Nutrition, along with R&D, also has to address mothers' needs.

From insight to product Nestlé Nutrition believes, and states, that the best food for babies is mother's milk. It provides components that nourish, protect and develop infants. But for mothers who cannot feed their baby, or don't want to, Nestlé has a range of high quality infant formulas that complement or substitute breast milk.

From concept to production Ever since Henri Nestlé's first baby food in 1867, advances in scientific knowledge have continuously led to new generations of infant formulas, mainly as a result of developments in infant metabolism and physiology at

the Nestlé Research Center, and new milk processing technology at PTC Konolfingen. Protein pre-digestion technology has led to hypoallergenic (HA) products that prevent allergies. Certain polyunsaturated fatty acids contribute to the development of the still immature immune system of the growing infant.

A process to enrich cow's milk in soluble whey proteins has given Nestlé infant formulas a protein content and essential amino acid profile very close to mother's milk.

Revolutionary technology has been used to dry living probiotics bacteria. The resultant powder retains all their health benefits, and means that infant formulas build up an intestinal flora similar to that of breastfed infants. This helps to stimulate the immune system and reduces the frequency of diarrhoea.

The ultimate satisfaction In spite of the incredible complexity of premium infant formulas, constant innovation is leading to Nestlé products that are closer than ever to mother's milk in terms of both their composition and functionality. Mums and Dads can be fully satisfied and reassured that their baby is getting an excellent start in life through the best possible infant formula – the product of over a century of advances in the science of infant nutrition.