

SAMPLE BOX 2

Similac® Total Comfort® Plus

a

Mummy feeds me the right milk

DHA • AA • GOS

- + Better Digestion
- + Better Tolerance
- + Better Absorption

Approved by Mums!

1 From the maker of the #1 Child Nutrition sold in the US

New Similac® Total Comfort® Plus

New Similac® Total Comfort® Plus is a growing up milk which combines the enhanced comfy-tummy nutrition with benefits of DHA and AA. DHA and AA are important components of the brain cells. Start right, stay right and your child will grow right with Abbott's renowned science.

Abbott Nutr

Move 1: IC

[Move 5.1: IP]

Move 2: AA

Metadiscourse “me”: Interpersonal Discourse

Move 5.2: DP

Move 5.3: EP

Move 5.2: DP

Move 7: PE/T

[Move 5.1: IP]

[Move 1.1: IB]

[Move 7: PE/T]

Metadiscourse “will”: Interpretive Markers

Move 5.2: DP

[Move 4: JP]

Move 5.3: EP

Move 10: UA

Move 1: IC

Move 5.2: DP

Move 5.3: EP

[Move 4: JP]

Boy & Stars: Move 2: AA

103



New
Similac® Total Comfort® Plus
 + Better Digestion
 + Better Tolerance
 + Better Absorption

全新的
Similac® Total Comfort® Plus
 + 消化更好
 + 适应更强
 + 吸收更好

91% of mums agree that Similac® Total Comfort® Plus helps ease their child's digestion!

91%的母亲们赞同, Similac® Total Comfort® Plus 能帮助舒缓她们的孩子的消化问题!

Abbott Nutrition
 (163560-X)

MY-STC: 14.02.007

Move 1: IC

Move 5.2: DP

Move 5.1: IP

Move 5.3: EP

Move 5.1: IP

[Move 7: PE/T]

Move 5.1: IP

Move 1: IC

References

¹Abbott's claim based on research conducted by Nielsen, Sep-Oct 2013, among 100 moms in Taiwan and 100 moms in Singapore. All these mom a child who has continuously (for 1 month at least) consumed the product within the past 6 months. Information based on parental observation.

²Abbott calculation based in part on data reported by Nielsen through its Scantrack database for children covering a twelve month period ending December 28, 2013.

³Alarcon et. al. Gastrointestinal Tolerance, 2002.

⁴Marlene W Borschel et. al. The Open Nutrition Journal, 2012.

NAME (MS / MR) : _____

IC NO. (NEW) : _____

ADDRESS : _____

POSTCODE : _____

TEL : _____

EMAIL ADDRESS : _____

☐ YES, I agree to provide my information to Abbott Laboratories (M) Sdn. Bhd. to receive communications on future marketing activities.

Terms and Conditions

This voucher:

1. Entitles holder to the stated DISCOUNT amount.
2. Is only redeemable for purchase of Similac® Total Comfort® Plus 820gm.
3. Is not exchangeable for cash.
4. Is limited to one purchase per customer only.
5. Is redeemable at AEON BIG/ANT stores nationwide.
6. Is only valid till stated expiry date.
7. No photocopies are allowed. Original voucher must be presented upon purchase.
8. Abbott Laboratories (M) Sdn. Bhd. will NOT be responsible for the loss or damage of this voucher.
9. Is not valid during the period(s) when Similac® Total Comfort® Plus 820g is having any in-store price promotions.

Issued by **Abbott Laboratories (M) Sdn. Bhd.** (163660-X) Source of Voucher: ☐ Clinic ☐ Others

Peraturan dan Syarat

Baucar ini:

1. Sah untuk nilai DISKUN yang ditunjukkan.
2. Baucar hanya boleh ditukar bagi pembelian Similac® Total Comfort® Plus 820gm.
3. Tidak boleh ditukar dengan wang tunai.
4. Hanya sah untuk satu pembelian oleh seorang pelanggan sahaja.
5. Sah di semua pasaraya AEON BIG/ANT di seluruh Malaysia.
6. Sah sehingga tarikh luput yang ditunjukkan.
7. Salinan fotokopi tidak diterima. Baucar asal perlu ditunjukkan semasa pembelian.
8. Abbott Laboratories (M) Sdn. Bhd. tidak bertanggungjawab ke atas sebarang kehilangan dan kerosakan baucar ini.
9. Tidak sah pada jangka masa promosi harga, sedang berlangsung di dalam stor untuk Similac® Total Comfort® Plus 820g.

规则与条件

此折扣礼券:

1. 给予用户指定的折扣。
2. 折扣券只能在购买 Similac® Total Comfort® Plus 820g 兑换。
3. 不可兑换现金。
4. 一张折扣券只限一位顾客一样产品。
5. 折扣券可在全国 AEON BIG/ANT 兑换。
6. 有效期至指定的截止。
7. 影印本恕不接受。
8. 必须出示折扣券。
9. 在任何商家促销 Similac® Total Comfort® Plus 820g 此优惠券恕不接受。

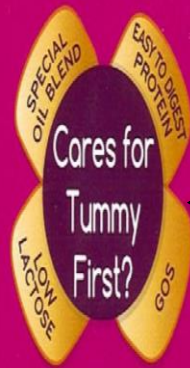
Move 13: GRI

{ Move 10: UA

[Move 12: T&C

Move 1: IC

Are you a mum who...



1 Concern about your child's digestive health?

2 Want easy digestion and better absorption of nutrients for your child?

To learn more about how to *Care for Tummy First*, visit www.comfytummy.my today.

Move 3: TM

Metadiscourse “you” and “your”:
Interpersonal Discourse

Move 5.2: DP

Move 3: TM

Move 10: UA

Similac® Total Comfort® Plus

Step by step to introducing Similac® Total Comfort® Plus to your child

Day 1 - 3 : Substitute the 2nd feed with Similac® Total Comfort® Plus

Day 4 - 6 : Substitute the 2nd and 3rd feed with Similac® Total Comfort® Plus

Day 7 onwards : Your child should be consuming Similac® Total Comfort® Plus on a regular routine

如何逐步介绍您的孩子饮用Similac® Total Comfort® Plus

第一至三天: 以Similac® Total Comfort® Plus代替第二次喂食

第四至六天: 以Similac® Total Comfort® Plus代替第二及第三次喂食

第七天起: 您的孩子应该可以长期饮用Similac® Total Comfort® Plus了

Feeding Per Day / 每天喂的次数	1	2	3
Day / 天			
1 to 3 / 1 至 3	Existing formula / 现有配方		Existing formula / 现有配方
4 to 6 / 4 至 6	Existing formula / 现有配方		
7 onwards / 7 以上			

www.comfytummy.my

9.00am - 6.00pm, Mon - Fri
1-800-88-6233



Now all mamas can buy Similac® Total Comfort® Plus for their children with an attractive RM5 off voucher. Just cut out this voucher and redeem at any participating outlets shown below.

如今所有的妈妈们都可以享有RM5的优惠折扣。只需剪下这张优惠券，到下面任何一家参与商店就可以优惠购买产品。



Valid till / 有效日期 / Sah sahingga:
1 June - 31 August 2014

RM5 DISCOUNT VOUCHER
Baucer Diskaun / 折扣礼券



Abbott Nutrition
1-800-88-6233
More to 1-800-88-6233
www.abbottnutrition.com.my



Move 11: PGSP

{ Move 5.1: IP }

Move 10: UA

{ Move 8: OI
Move 10: UA }

Move 9: UPT

{ Move 8: OI
Move 10: UA }

Move 7: EDP

Move 1: IC

Move 13: GRI