

PAMPHLET 2



←

Improved growth
for picky eaters in
less than 90 days.

在90天'内改善挑食小孩的成长。

Tumbesaran lebih baik
untuk kanak-kanak yang cerewet
makan kurang daripada 90 hari'.

That's the PediaSure effect.
这就是 PediaSure 效应。
PediaSure memang terbukti berkesan*.

 **Abbott**
Nutrition

Move 1: IC

Move 3: TM

Move 5.3: EP

Move 2: AA

Move 5.3: EP

Move 1: IC

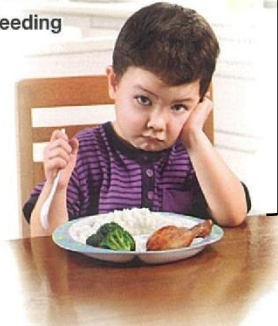
As parents, you cannot help but worry when your child is not eating well, especially when his / her weight and height are not keeping up with age.

Are you facing difficulties feeding your child?

You are not alone. Concerns in feeding difficulties are reported to be as high as 50% by parents of young children.¹ The daily task of coaxing your child to eat "normal" food and a greater variety can cause stress in both the parents and child.

Typical behavior of feeding difficulties include:²⁻⁴

- » The child who has fear of feeding
- » The energetic child who rarely seems hungry
- » The child who is highly selective of food intake
- » Underlying medical condition



Feeding difficulties amongst picky eaters may increase the risk of nutritional gaps in their diet.⁵

Research⁶ indicates that if children are not eating sufficient amounts of food from each of the food groups, they may be at risk for nutrient inadequacy.

- » Picky eaters may consume less protein and energy than non-picky eaters
- » Picky eaters have also been shown to have a reduced intake of some vitamins and minerals compared with non-picky eaters



Potential risks for persistent picky eaters⁴⁻⁷

If such selective eating habits continue during the growing years, it can lead to nutritional deficiencies that may affect normal development.

- » Differences in dietary intake
- » Lower intake of fruits, vegetables and fiber
- » Lower intake of some micronutrients
- » Impaired growth
- » Lower cognitive development



So how do you help your child to catch-up?

Move 3: TM

Move 4: JP

Metadiscourse “you”, “your” and “his/her”:
Interpersonal Discourse

Move 4: JP

Move 13: GRI

Move 4: JP

Move 4: JP

Move 9: UPT


PediaSure®

Complete


PediaSure Complete offers complete nutrition for catch-up growth in picky eaters from the age of 1 - 10 years. It is designed for total nutritional support as well as a supplement to enhance children's irregular eating habits. When taken consistently, PediaSure Complete helps to maintain intake of protein and micronutrients needed for growth and energy.

{ Proven positive effect.
Choose the Complete & Balanced Nutrition. }


Complete, Balanced Nutrition



3 protein sources: milk protein concentrate, whey protein concentrate & soy protein isolate provide a scientifically balanced blend of all essential amino acids to support growth and development.



Meets 100% of the US Institute of Medicine Recommendation for Nutrition (DRI), including **protein, 25 essential vitamins & minerals**



Proven to be effective in **over 20 clinical studies**

- Increased weight & height in 60 to 90 days
- Increased number of healthy days

More Benefits

- **MCT** (Medium chain triglycerides)
- **Synbiotics**
- **Lactose-free**

Move 5.1: IP

Move 3: TM

{ Move 5.3: EP }

{ Move 5.3: EP }

[Move 10: UA]

{ Move 5.3: EP }

Move 5.2: DP

{ Move 5.3: EP }

Move 5.2: DP

(Move 6: EC)

{ Move 5.3: EP }

Move 5.2: DP

» PediaSure Complete is a proven approach to feeding your child better. It promotes catch-up growth in picky eaters who are at nutritional risk, as well as improves the nutritional status of picky eaters.

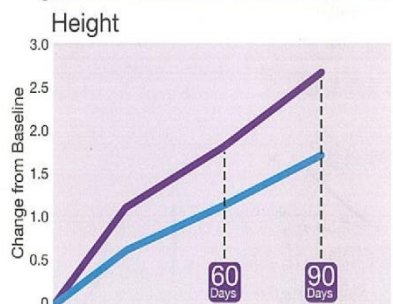
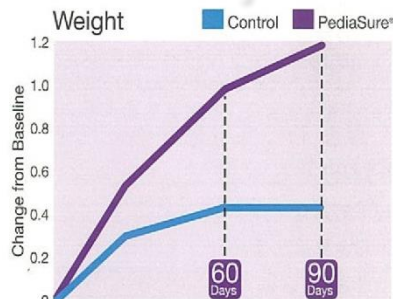


Reduces sick days by up to **30%**⁸

» In a study of underweight children, PediaSure Complete with (synbiotics) reduced the number of sick days by **30%**.⁸

Improves weight & height in less than **90 days**⁹

» PediaSure Complete is [proven nutrition for picky eaters to help increase their weight and height in under 90 days].⁹



Ref: 9. Alarcon P et al. Effect of oral supplementation on catch-up growth in picky eaters. Clin Pediatric 2003; 42:209-217.

Move 5.1: IP

Move 5.3: EP

Metadiscourse “your”: Interpersonal Discourse

Move 6: EC

Move 5.1: IP

(Move 5.2: DP)

Move 5.3: EP

Move 4: JP

Move 5.1: IP

[Move 5.3: EP]

Move 6: EC

PediaSure Complete for every child who...

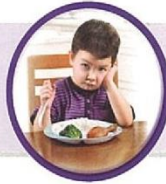
PediaSure Complete 适合以下的儿童... ..

PediaSure Complete sesuai untuk semua kanak-kanak yang...

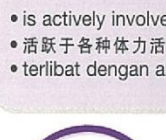


- needs to catch-up on growth
- 需要在成长过程中迎头赶上的小孩
- perlu membesar pada kadar yang sepatutnya

- hard to feed
- 有喂食困难的小孩
- susah makan



- is selective in food
- 偏好某些食物
- terlalu memilih makanan



- is actively involved in physical activities
- 活跃于各种体力活动
- terlibat dengan aktif dalam aktiviti fizikal



- fears feeding
- 对进食感到恐惧
- tidak suka makan

- needs a nutritious snack or supplement
- 需要健康的小食或补品
- memerlukan snek atau makanan tambahan yang berkhasiat

- is lactose intolerant
- 对乳糖消化不良
- intoleransi laktosa

Move 3: TM

PediaSure[®] Complete

**(Complete and balanced nutrition for
picky eaters 1 - 10 years old)**

给1至10岁挑食儿童的完整营养



**Pemakanan Lengkap untuk
kanak-kanak yang cerewet makan
1 hingga 10 tahun**



Ref: 1. Carruth BR et al. Prevalence of picky eaters among infants and toddlers and their caregivers' decisions about offering a new food. J Am Dietetic Assoc. 2004;104:S57-S64. 2. Manikam R et al. Pediatric feeding disorders. J Clin Gastroenterol. 2000;30:34-46. 3. Carruth BH et al. The phenomenon of "Picky Eater": A behavioral marker in eating patterns of toddlers. J Am Coll Nutr. 1998;17:180-186. 4. Galloway AT et al. Parental pressure, dietary patterns and weight status among girls who are "picky eaters". J Am Diet Assoc. 2005;105:541-548. 5. Lindberg L et al. Feeding disorders related to nutrition. Acta Paediatr. 2008;95:425-429. 6. Dubois L et al. Problem eating behaviors related to social factors and body weight in preschoolchildren: a longitudinal study. Int J Behav Nutr Phys Act 2007;4:9. 7. Chatoor I et al. Failure to thrive and cognitive development in toddlers with infantile anorexia nervosa. Pediatrics 2004;113:e440-e447. 8. Frisberg M, et al. Effect of oral nutritional supplementation with or without synbiotics on sickness and catch-up growth in preschool children. Int Pediatr 2002; 17(4):216-222. 9. Alarcon P et al. Effect of oral supplementation on catch-up growth in picky eaters. Clin Pediatric 2003; 42:209-217.

Abbott Nutrition Careline
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www.abbottnutrition.com.my

**Abbott
Nutrition**

MY/PED.12.06.027

Move 5.1: IP

(Move 5.3: EP)

Move 3: TM

Move 5.1: IP

Move 5.3: EP

Move 7: PE/T

Move 10: UA

Move 1: IC