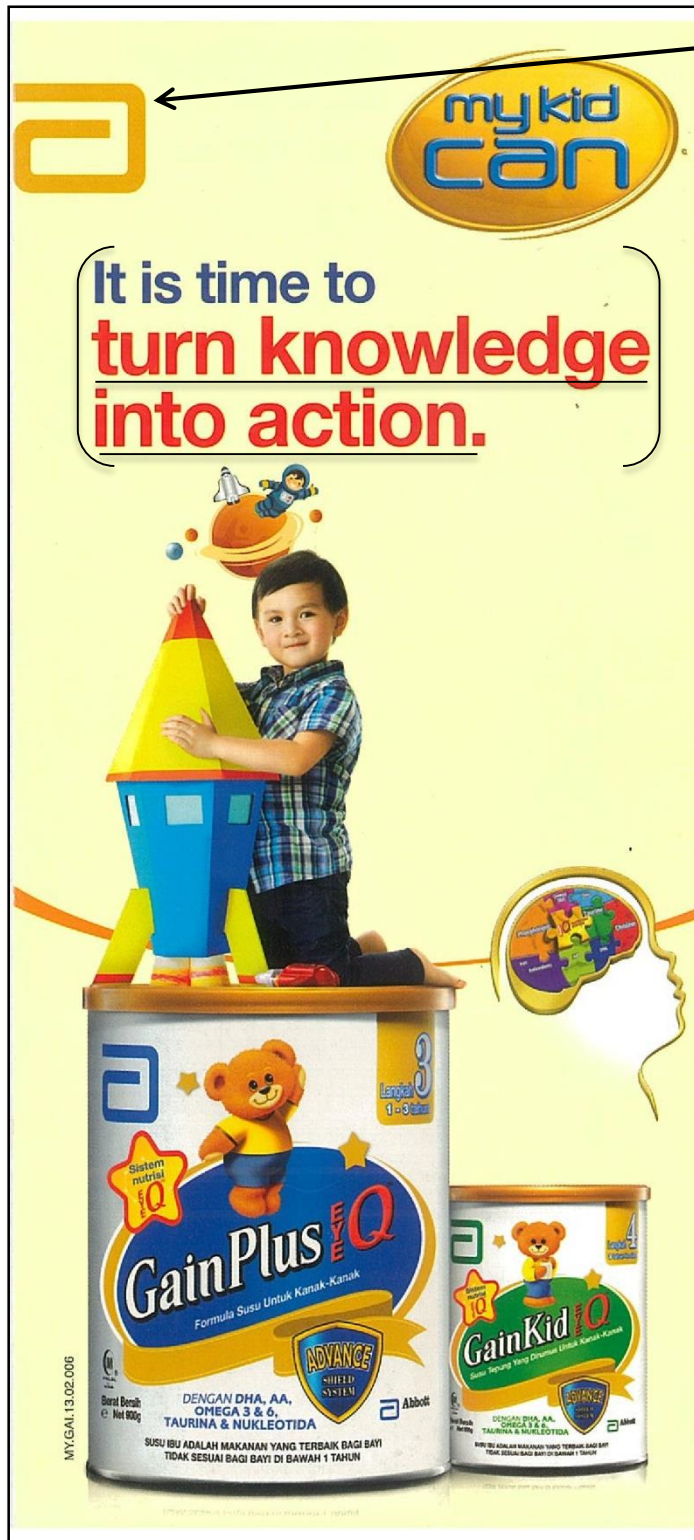Move 1: IC

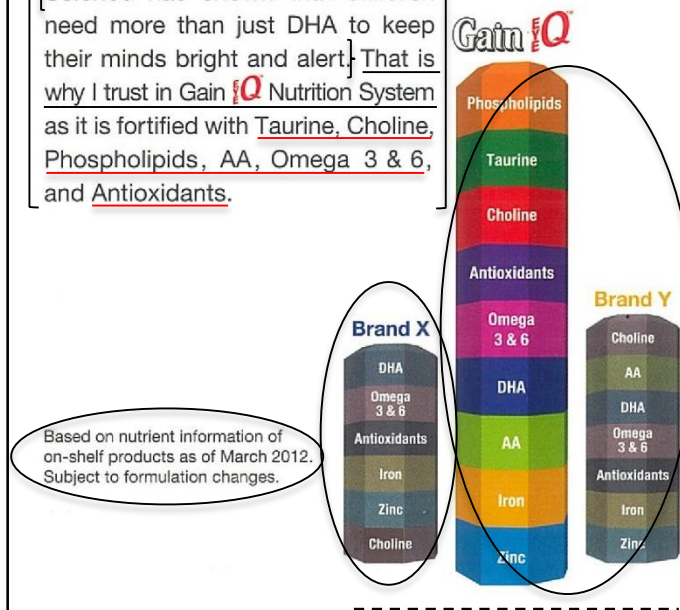Move 2: AA

(Move 2: AA & Move 4: JP)

Move 10: UA

Move 2: AA

Move 5.1: IP

It is time to
turn knowledge into action.

With the IQ Nutrition System of Gain Plus and Gain Kid, my child has all the right combination of nutrients like DHA, Omega 3 & 6, AA, Choline, Taurine, Phospholipids and so much more to help him learn and apply his knowledge.

1 **I know that DHA alone is not enough.**

Science has shown that children need more than just DHA to keep their minds bright and alert. That is why I trust in Gain IQ Nutrition System as it is fortified with Taurine, Choline, Phospholipids, AA, Omega 3 & 6, and Antioxidants.

Gain IQ

Phospholipids
Taurine
Choline
Antioxidants
Omega 3 & 6
DHA
AA
Iron
Zinc

Brand X
DHA
Omega 3 & 6
Antioxidants
Iron
Zinc
Choline

Brand Y
Choline
AA
DHA
Omega 3 & 6
Antioxidants
Iron
Zinc

Based on nutrient information of on-shelf products as of March 2012. Subject to formulation changes.

2 **I realise that mind development is a complex progress.**

Like growing tissues and bones, mind development involves multiple components and stages that in turn, require different nutritional support. Gain Plus IQ is specially formulated to support growth and development of my child.

Move 10: Urging Action

Move 5.1: IP
Move 5.2: DP
[Move 5.3: EP]
{Move 4: JP}

{Move 4: JP}

{Move 4: JP}
Move 5.1: IP
Move 5.2: DP
[Move 5.3: EP]

Move 5.2: DP

Move 2: AA

{Move 4: JP}

Move 5.1: IP

[Move 5.3: EP]

3 {I only give my child the best.

The brain is 60% fat – that's why the quality of fat in any milk formulation is very important. Gain Plus IQ contains a unique blend of vegetable oils to provide my child with a balanced ratio of unsaturated: saturated fats (2:1), and Omega 6: Omega 3 (10:1).
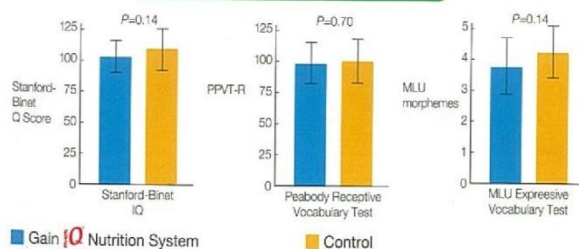
4 {I am proud that my choice is proven by science.}

Researched and tested in laboratories and the field, Gain IQ Nutrition System is balanced with the right combination of nutrients, at the right levels.

COGNITIVE DEVELOPMENT SIMILAR TO STANDARD[5]

In a randomised, double-blind study including more than 150 children, results showed no significant differences between Gain IQ System users and control in key metrics for:
• IQ • Visual acuity • Vocabulary development

Cognitive performance at 39 months

$P=0.14$ — Stanford-Binet IQ Score

$P=0.70$ — PPVT-R (Peabody Receptive Vocabulary Test)

$P=0.14$ — MLU morphemes (MLU Expressive Vocabulary Test)

■ Gain IQ Nutrition System   ■ Control

{Move 4: JP}

Move 5.2: DP
Move 5.1: IP
{Move 5.3: EP}

Move 2: AA

{Move 4: JP}

Move 5.3: EP
Move 5.1: IP

Move 13: GRI

What makes my kid can?

EYEQ™ NUTRITION SYSTEM

Phospholipids	• Major component of all cell membranes, including brain cells[1] • Found in myelin, the protective layer surrounding nerve cells[2] • Essential for communication between brain cells[3,4]
Alpha Linolenic Acid (ALA)	• An essential Omega 3 fatty acid that can be converted to DHA
Linoleic Acid (LA)	• An essential Omega 6 fatty acid that can be converted to AA
DHA & AA	• Important components for brain cells
Taurine	• A type of amino acid that is abundant in the brain and eye • Important for efficient and rapid nerve communication
Choline	• Called the "memory vitamin" • Important for learning and memory
Iron	• Important for efficient and rapid nerve communication
Antioxidants (Lutein, Selenium, Vitamins A,C,E)	• Protect brain cells that are high in fats from oxidation
Zinc	• Important in the development and function of nervous system

How it works?

BUILD the right structure for brain and retina cells

NETWORK brain cells for optimal communication

PROTECT the brain cells

Move 2: AA

Move 5.1: IP

Move 5.2: DP
Move 4: JP

Move 4: JP

UNIQUE VEGETABLE OIL BLEND

- Contains a special combination of high oleic sunflower oil, soy oil and coconut oil
- Provides higher fat absorption [to help in the development of the mind]
- More calcium absorption [for stronger bone development]

ADVANCE SHIELD SYSTEM

ADVANCE SHIELD SYSTEM

- **GOS**
  [Supports digestive system which helps strengthen the defence system[6-11]]
- **Probiotic:** *Bifidobacterium lactis*
  [Supports body's natural defences[12]]
- **Nucleotides**
  [Naturally support the body's defence system[6-11]]

For your Gain Plus or Gain Kid sample, please sms us at
abbott <space> gain <space> ic number <space> name and send it to 33228

References
1. Soderberg M, Ediund C, Kristensson K, Dallner Q. Lipids. 1991; 26:421-425. 2. Harzer G, Haug M, Dieterich I, Gentner PR, Am J Clin Nutr. 1983; 37:612-621. 3. Zeisel SH, J Pediatr. 2006; 149: S139-S146. 4. Koletzko B, Baker S, Cleghorn G, et al. JPNG. 2005; 41:584-599. 5. Auestad N, et al. Visual. Pediatrics. 2003; 112(3):177-183. 6. Leach JL, Baxter JH, Molitor BE, et al. Am J Clin Nutr. 1995; 61:1224-1230. 7. Tressler RL, Ramstack MB, White NR, et al. Nutrition. 2003 Jan; 19(1):16-20. 8. Buck RH, Thomas DL, Winship TR, et al. Ped Res. 2004; 56:891-890. 9. Schaller JP, Kuchan MJ, Thomas DL, et al. Ped Res. 2004; 56:883-890. 10. Pickering LK, Granoff Dm, Erickson JR, et al. Pediatrics. 1998; 101(2):242-249. 11. Yau KT, Huang C, Chen W, et al. J Ped Gastroenterol Nutr. 2003; 36:37-43. 12. Weisman Z, Asli G, Alsheikh A. Pediatrics. 2006; 115:5-9.

GainPlus IQ — 1–3 Years

GainKid IQ — 3 Years onwards

[Terms & Conditions apply.] For more information, visit
www.abbottnutrition.com.my

Move 5.2: DP

Move 5.3: EP
Move 5.2: DP
[Move 4: JP]

Move 5.3: EP

Move 5.2: DP
[Move 4: JP]

Move 10: UA

Move 13: GRI

Move 5.1: IP

[Move 12: T&C]
Move 10: UA

Join "My Kid Can" video contest today!

Can your kid recite the alphabets back-to-front? Or do the hula-hoop for 1 minute? Share with us your child's amazing talents and stand a chance to win amazing prizes.

3 simple steps to join

Step 1
Register & submit video online

Step 2
Get FREE 4 sachets of Gain Plus/Gain Kid + 1 Pororo (The Little Penguin) DVD

Step 3
Submit proof of purchase

1 × Grand Prize
3-Year supply of Gain Plus/Gain Kid + shopping voucher worth RM500

Monthly Prizes

1 × Main Monthly Prize:
6-month supply of Gain Plus/Gain Kid

5 × Consolation Prizes:
Shopping voucher worth RM300

Terms & Conditions apply. For more information, visit
{www.abbottnutrition.com.my}

Abbott Nutrition

Move 2:AA

Move 10: UA

[Move 8: OI]

Move 5.1: IP

Move 12: T&C

{Move 10: UA}

Move 1: IC

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