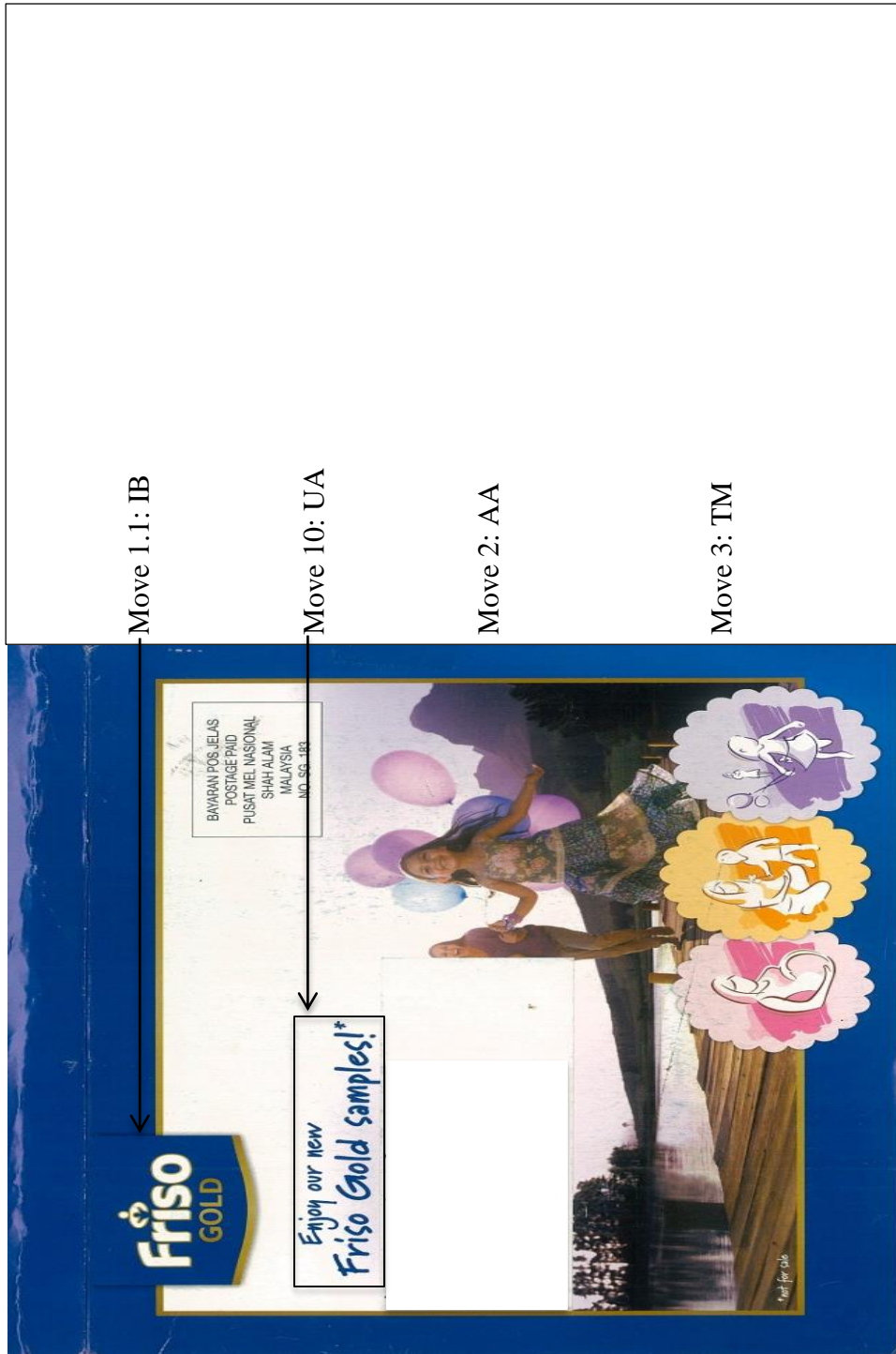


SAMPLE BOX 3



Move 3: TM
 Metadiscourse “your”, “he”, “him”, “you”: Interpersonal Discourse
 [Move 10: UA & Move 4: JP]
 [Move 4: JP]
 { Move 5.3: EP }
 [Move 5.2: DP]
 [Move 2: AA]
 Move 4: JP
 [Move 5.2: DP]
 Move 6: EC

Dear

The joys of motherhood begins with flutters of a kick from the inside followed soon after by the journey of growing up together. From little steps to skinned knees and big adventures. [Keep your child strong from the inside so he can freely explore and discover the world outside with Friso Gold.]

[Helping your child build a stronger inside will let him explore the world freely.] And there are three key aspects that help build your child's natural body resistance:

- supporting the digestive system^{2,3}
- promoting the function of immune cells^{4,5,6} and
- helps your child in antibodies production⁶

NEW
 [IMPROVED FROM HOLLAND]

Friso Gold with FrisoShield contains essential nutrients that are important for your child's natural body resistance so that he can continue to grow and develop from the inside:

- Vitamins B6 and C
- Selenium
- GOS
- Zinc
- DHA

When your child has a stronger inside, you and your child can enjoy the incredible journey of growing up together.

Introducing the New Friso Gold, complete range of nutrition, now imported from Holland.

Frisomum Gold
For pregnant and lactating mum
Frisomum Gold with FrisoShield contains essential nutrients such as Probiotic, Vitamin C, Selenium, Folic Acid, Iron & Calcium that help you and the new life growing within you to build a stronger inside. A stronger inside provides a good foundation for overall development for you and your precious one. Frisomum Gold is 52% lower in fat when compared to full cream milk powder*.

Friso Gold 3
From 1 year onwards. Formulated milk powder for children
The early years are the most fundamental in preparing your child for the world ahead. Friso Gold 3 is formulated to meet the nutritional demands of your growing child. Our improved formula with FrisoShield provides your child with Vitamins B6 and C, Selenium, GOS, Zinc and DHA together, they support your child's overall natural body resistance so you can experience and discover the world together (It also contains no added sucrose.)

Friso Gold 4
From 3 years onwards. Formulated milk powder for children
As your child develops further, the world is his to explore. Friso Gold 4 is formulated to meet the nutritional demands of your growing child. Our improved formula with FrisoShield provides your child with Vitamins B6 and C, Selenium, GOS, Zinc and DHA. With a stronger inside, you and your child can explore the world together. It also contains no added sucrose.

So, we've included samples for you and the little one to enjoy. Let your incredible journey of growing up together begin!

Should you have any enquiries, please feel free to contact us on our:

Friso Gold Hotline
1800-88-1647
(Monday - Friday, 8.30am - 4.30pm)
friso@careline@friso.com.my

Facebook
www.facebook.com/FrisoGrowingUpTogether

Website
www.friso.com.my

Yours truly,
Friso Gold Team

Move 5.1: IP
Move 5.2: DP
Move 4: IP
Move 5.3: EP

Move 8: OI & Move 10: UA

Move 10: UA

Friso
GOLD
Growing up together

Sign up today as a Friso Gold Club member and receive:

- FREE rewards via redemption through the Friso Gold Rewards Programme.
- Exclusive deals and first to know privilege on our growing up together activities and promotions.
- Monthly e-Newsletter with tips and advice on pregnancy, nutrition and parenting.



Friso Gold Centre
1800-88-847 Monday - Friday 9.00am - 5.00pm
friso@csd.com.my
friso@csd.com

Facebook
www.facebook.com/FrisoGrowingUpTogether

Website
www.friso.com.my

RETURN ADDRESS: Friso Rewards Programme, PO Box 7106, Sungai Besi, 57000 Kuala Lumpur.

Move 1.1: IB

Move 2: AA

[Move 10: UA & Move 8: OI]

Move 5.1: IP

Move 10: Urging Action

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Move 13: GRI