

APPENDIX A – PAMPHLET 1

Unlock your child's amazing potential to learn

Helping children meet expert recommended levels of DHA*

DHA PLUS 75mg*

1 2

3 4

Product	DHA level provided	Help meet FAO/WHO recommendations**
EnfaVana A+ (1)	66mg with 2 servings a day	✓**
Enfagrow A+ (3)	75mg with 3 servings a day	✓**
Enfakid A+ (4)	75mg with 3 servings a day	✓**

Stronger Children Learn More

*With 3 servings.

Move 1: IC

Move 2: AA

Metadiscourse “your”: Interpersonal Discourse

Move 4: JP

Move 5.2: DP

Move 2: AA

Move 5.1: IP

Move 5.2: DP

Move 5.3:EP

Move 2: AA

Move 1: IC

NEW



(1-3 years and above)



(4 years and above)

[Now with increased DHA levels* to help meet expert recommendations]



DHA Plus

New Enfagrow A+ and Enfakid A+ with DHA Plus are designed to provide 75mg DHA per day in 3 servings. DHA is found abundantly in the brain.

With a child's usual diet, they help to support the FAO/WHO recommendations* for daily DHA dietary intake.

Triple Protection Guard

Enfagrow A+ and Enfakid A+ is also formulated with Triple Protection Guard, a unique blend of nutrients including DHA, FOS, Inulin, Zinc, Iron, Vitamin A, Vitamin C and Vitamin E.

- ✓ FOS & Inulin : Source of Dietary Fiber
- ✓ Zinc : Essential for growth
- ✓ Iron : Important for red blood cell formation
- ✓ Vitamin A : Aids in maintaining the health of the skin and mucous membrane, and helps in the functioning of the eyes
- ✓ Vitamin C : Contributes to the absorption of iron from food
- ✓ Vitamin E : Protects the fat in the body tissues from oxidation



*FAO/WHO recommends daily dietary DHA intake of 10-12mg/kg body weight for children 12-24 months or 100-150mg DHA-EPA for children 2 years old & above, and 150-200mg DHA-EPA for children 4 years old & above. Reference: FAO 2010. Fish and fatty acids in human nutrition. Report of an expert consultation. FAO Food and Nutrition Paper no. 91. FAO, Rome.

*Compared to previous formulation.

*With 3 servings.



Move 5.1: IP

Move 5:2 DP

[Move 4: JP]

The pamphlet folds into two, the copywriter has placed the information in both pages as to be read as one. For presentation of the analysis of the moves, the researcher has scanned both pages instead of looking at it as one.

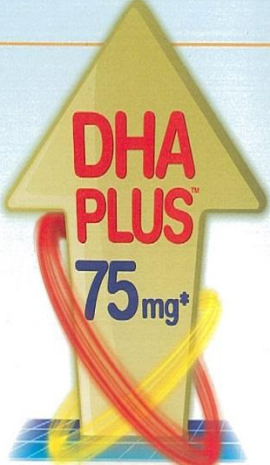
NEW

a

Enfagrow A+*

(1-3 years and above)

Now with increased DHA levels^



DHA Plus

New **Enfagrow A+** and **Enfakid A+** with DHA Plus are designed to provide 75mg DHA per day in 3 servings. (DHA is found abundantly in the brain.)

(With a child's usual diet, they help to support the FAO/WHO recommendations* for daily DHA dietary intake.)

*FAO/WHO recommends daily dietary DHA intake of 10-12mg/kg body weight for children 12-24 months or 100-150mg DHA+EPA for children 2 years old & above, and 150-200mg DHA+EPA for children 4 years old & above. Reference: FAO 2010. Fats and fatty acids in human nutrition. Report of an expert consultation. FAO Food and Nutrition Paper no. 91. FAO, Rome.

^Compared to previous formulation.

*With 3 servings

Move 5.2: DP

Move 5.1: IP

Move 5.2: DP
Move 2: AA

Move 5.1: IP

Move 5.2: DP

(Move 4: JP)

Move 6: EC

Move 5.2: DP



(4 years and above)

help meet expert recommendations*

(Triple Protection Guard)

Enfagrow A+ and Enfakid A+ is also formulated with Triple Protection Guard, a unique blend of nutrients including DHA, FOS, Inulin, Zinc, Iron, Vitamin A, Vitamin C and Vitamin E.

- ✓ FOS & Inulin : Source of Dietary Fiber
- ✓ Zinc : Essential for growth
- ✓ Iron : Important for red blood cell formation
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- ✓ Vitamin E : Protects the fat in the body tissues from oxidation



(Move 5.3: EP)

Move 5.1: IP

Move 5.2: DP

Move 5.2: DP }
Move 4: JP }

Move 5.1: IP

Move 2: AA & Move 5.3: EP

Move 1: IC

Mead Johnson product range with DHA Plus helps children meet expert recommendations for daily DHA¹ intake

DHA is critical for brain development especially during the period of rapid brain growth. It also accumulates in the frontal cortex from birth through about 20 years of age.¹ However, there is a general concern that the dietary intakes of DHA & EPA among children in many countries are lower than desirable.² This is possibly due to the child's changing eating habits as he grows, or his limited access to DHA-rich food.

{ This is why expert bodies including the FAO/WHO recommend daily dietary DHA¹ intake based on the importance of DHA for retinal and brain development, and overall health } In 2010, [FAO/WHO] released recommended levels for daily dietary DHA¹ intake for different age group.² Adopting guidelines from experts is beneficial during the early childhood.

[Mead Johnson product range helps meet the expert recommendations of FAO/WHO on DHA] Nutrients like DHA, iron, iodine and zinc [may play a role in supporting mental development in early childhood.]



Move 1: IC

Move 5.2: DP

Move 5.3: EP }
Move 4: JP }

{ Move 4: JP

{ Move 4: JP }

[Move 6: EC]

Move 9: UPT

Move 1: IC

[Move 5.3: EP]

[Move 6: EC]

Move 5.2: DP

{ Move 4: JP }

Metadiscourse “May”: Interpersonal Discourse

Move 1: IC

Move 2: AA

1 **2** **3**

DHA level provided
 66mg with 2 servings a day
 75mg with 3 servings a day
 75mg with 3 servings a day

Help meet FAO/WHO recommendations* ✓** ✓** ✓**

CONSUMER CARE
 Mon - Fri, 9.00am - 5.30pm
FREEPHONE 1-800-88-3585
 www.meadjohnson.asia.com

Stronger Children Learn More

Mead Johnson Nutrition

{ *Or DHA + EPA }

**With regular diet.

{ *FAO/WHO recommends adult pregnant and lactating women the minimum intake of 0.3 g/d DHA + EPA, of which at least 0.2 g/d should be DHA for optimal adult health and fetal and infant development.² FAO/WHO recommends daily dietary DHA intake of 10-12 mg/kg body weight for children 12-24 months or 100-150mg DHA+EPA for children 2 years old & above, and 150-200mg DHA+EPA for children 4 years old & above. Reference: FAO 2010. Fats and fatty acids in human nutrition. Report of an expert consultation. FAO Food and Nutrition Paper no. 91. FAO: Rome.
 References: 1. Carver JD et al. Brain Res Bull. 2001; 56(2): 79-85. 2. FAO/WHO. Expert consultation on fats and fatty acids in human nutrition. Interim summary of conclusions and dietary recommendations on total fat and fatty acid. Geneva, Switzerland: FAO/WHO, 2010. 3. Drover JR et al. Child Development 2009; 80(5): 1376-84. 4. Birch EE et al. Dev Med Child Neurol 2000; 42: 174-81. 5. Birch EE et al. Early Human Development 2007; 83: 279-84. 6. Birch EE et al. Pediatr Res 1998; 44: 201-9. 7. Birch EE et al. Am J Clin Nutr 2010; 91: 1-12. 8. Morale SE et al. Early Human Development 2005; 81: 197-203. 9. Pastor N et al. Clin Pediatr 2006; 45: 850-5. 10. Birch EE et al. J Pediatr 2010; 156: 902-6. 11. Willatts P et al. Lipids 1998; 33: 973-80.

Move 5.2: DP

Move 5.1: IP

Move 5.2: DP

Move 5.3: EP

Move 12: T&C

{ Move 13: GRI }

Move 10: UA

Move 1: Identifying the Company

Move 2: AA