



AptaGrow

AptaGrow is an age-adapted, nutrient-dense, milk-drink range to support the immune system and growth* in fussy eaters aged 1-10 years as part of a holistic approach to managing fussy eating.

AptaGrow bridges nutritional gaps in fussy eaters and is validated by local research.

1 WHAT IS FUSSY EATING?

An estimated **30% of Australian toddlers** are considered “fussy eaters”.¹

“Fussy eating is defined as an unwillingness to eat familiar food or try new foods, severe enough to interfere with daily routines to an extent that it is problematic to the parent, child &/or parent child relationship.”²



2 THE CONSEQUENCES OF FUSSY EATING^{3-5,9}

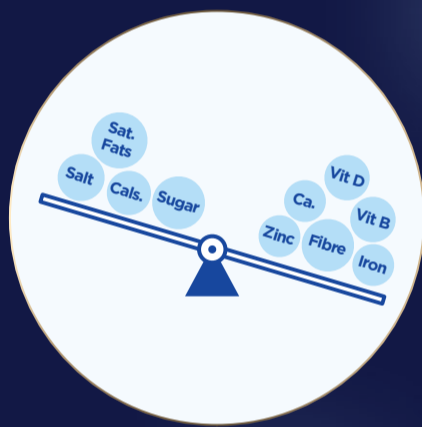


Fussy eating can lead to poor nutritional intake.^{3,4}

The quantity, quality or variety of food can be affected and can result in nutrient deficiencies including iron, calcium, fibre and other essential vitamins.^{2,3,5-8}

3 NUTRITIONAL NEEDS CHANGE AS CHILDREN GROW

A nutritionally adequate diet, comprising a wide variety of foods from all food groups is critical to ensure normal growth and development during childhood. Nutritional needs change throughout childhood.¹⁰⁻¹¹



4 AUSSIE AND KIWI CHILDREN ARE NOT MEETING REQUIREMENTS

Children in Australia and New Zealand often eat a poor diet in comparison to national dietary recommendations. Intakes of fruit, vegetables, protein and dairy are lower than they should be, whereas intakes of discretionary foods with higher sugar, saturated fat and salt contents are higher than recommended. More than half of children exceed the WHO recommendations for added sugar.¹²⁻¹⁴

5 THE QUEST FOR A SOLUTION

In 2010, Nutricia ANZ facilitated a roundtable with key opinion leaders in the area of child nutrition. The aim was to understand the nutritional needs and gaps of Australian children.



The problem: 1 in 4 Australian children are overweight/obese but undernourished (micronutrient deficient).¹⁵



The solution: a lower calorie, higher micronutrient drink. The Growing-Up Milk-Lite (**GUMLi**) study was born.¹⁶ Participants were provided either nutrition advice or nutrition advice and a low calorie/high micronutrient drink.



Results: Children who received the advice and the drink were leaner (less adipose tissue) and had increased fibre and micronutrient intakes.¹⁷⁻¹⁸

6 2020: APTAGROW IS BORN!



- ✓ Age-adapted
- ✓ No added sugar
- ✓ Only 1 glass a day
- ✓ Low calorie (0.7kcal/mL)
- ✓ 1/3 RDI for key nutrients**¹⁹
- ✓ Unflavoured, powdered milk drink
- ✓ Prebiotics and probiotics
- ✓ 18 vitamins and minerals

AptaGrow is specifically designed to:

- Address key nutritional deficiencies commonly seen in fussy eaters
- Support the immune system and normal growth and development*
- Encourage healthy eating behaviours in line with the Australian Dietary Guidelines¹¹

AptaGrow is regulated as a Food for Special Medical Purpose (FSMP) in Australia, specially formulated for children who cannot meet their nutritional requirements due to a medical condition and should be used under medical supervision. For more information on AptaGrow visit nutricia.com.au/paediatrics

* Contains zinc and iron to support immune system function and growth in children. **1/3 of the key nutrients, including iron, zinc & vitamin D, in just 1 serve a day.
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