

# NUTRITION & PARENTAL REASSURANCE FOR THE MANAGEMENT OF COLIC AND CONSTIPATION

Infantile colic is one of the most common functional gastrointestinal disorders (FGIDs) in infancy and occurs in up to 20% of infants<sup>1</sup>.

It is distressing for parents whose infant is inconsolable during crying episodes and is the most common concern for which parents seek medical advice during the infant's first year<sup>2,3</sup>.

The symptoms can lead to a cascade of infant discomfort and crying with parental anxiety potentially affecting the relationship between parent and infant<sup>2,5</sup>.

The parents of children with FGIDs are understandably keen to find a quick solution that will lead to rapid symptom relief<sup>4</sup>.

Infantile colic and/or defecation problems often undergo a series of unnecessary investigations and medical treatments, without delivering significant improvements in these conditions<sup>4</sup>.

**Studies have shown that infants are being medicated unnecessarily<sup>6</sup>**



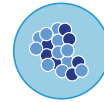
## Colic and constipation in infants can be managed with the right nutritional guidance

A combination of 4 specialised ingredients for the nutritional management of colic and constipation



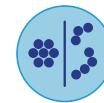
### Specialised fat blend

High levels of beta palmitate, a major fatty acid in human milk, may help to promote softer stools and aid the absorption of fat and calcium<sup>7,8</sup>



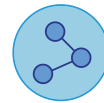
### Prebiotic oligosaccharides – scGOS/lcFOS (9:1)

Supports GI health by stimulating the growth of beneficial bacteria in the gut such as bifidobacteria<sup>9</sup>



### Partially hydrolysed whey protein

For easier digestion and reduced gastrointestinal transit time<sup>10</sup>



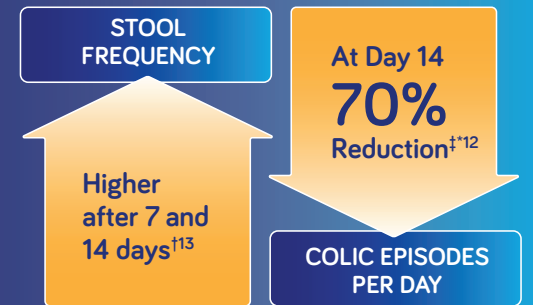
### Reduced lactose

Can help to reduce flatulence and abdominal discomfort<sup>11</sup>

**There is a compelling argument to include these ingredients, in a specialty infant formula for bottle-fed infants suffering from infantile colic.**

In a clinical study, a specialised formula with these ingredients showed a **59% reduction in colic episodes in just one week, increasing to 71% reduction after 14 days<sup>12</sup>**.

In addition, further studies with this specialised formula demonstrated **softer and more frequent stools with less constipation compared to a standard formula<sup>13-15</sup>**.



† Specialised formula vs standard formula with simethicone.  
\* Reduction from baseline in colic episodes per day by Day 14.

**BREASTMILK IS BEST FOR BABIES:** Professional advice should be followed before using an infant formula. Partial bottle feeding could negatively affect breastfeeding. Good maternal nutrition is important for breastfeeding and reversing a decision not to breastfeed may be difficult. Infant formula should be used as directed. Improper use of infant formula may affect the health of the baby. Social and financial implications should be considered.

For HCP use only - not for distribution to the general public

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