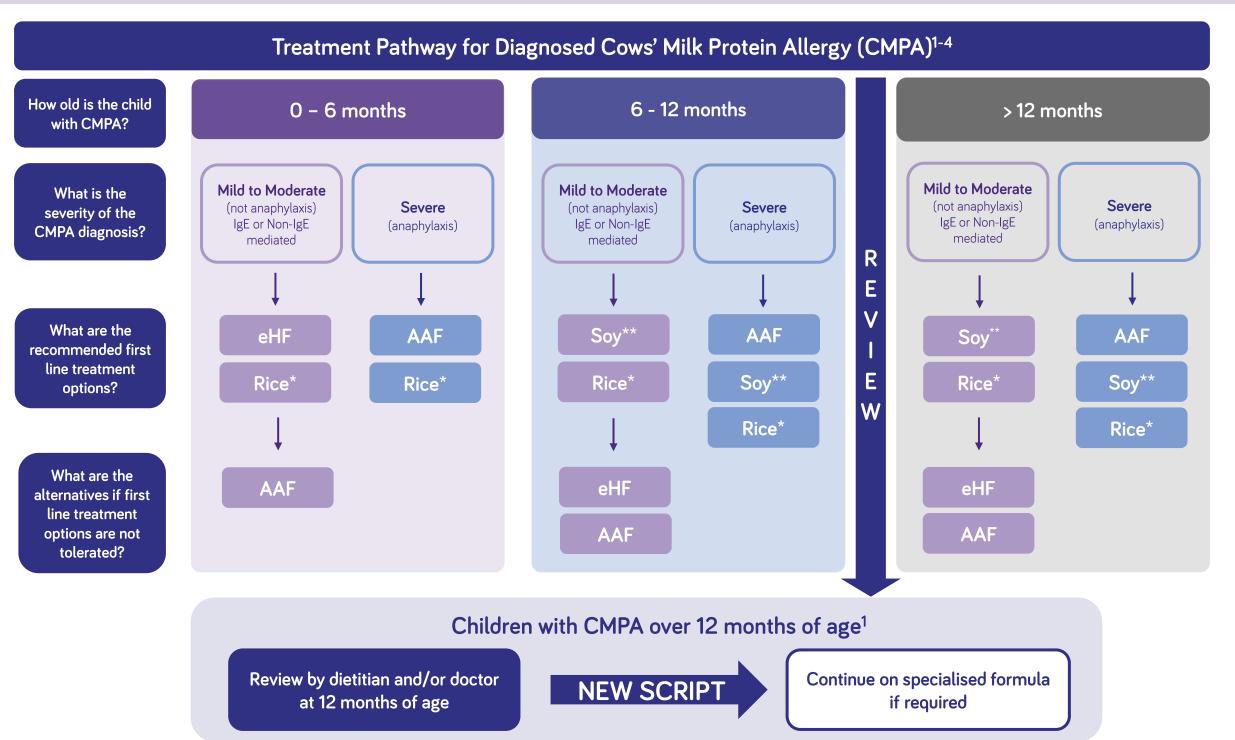
RELIEF FOR THEM, REASSURANCE FOR YOU

ASCIA emphasises that while breast milk is the first choice for all infants including those with food allergy, a specialised formula is recommended for infants with confirmed CMPA when breast feeding is not possible.¹ eHFs are recommended by ASCIA as the first-choice treatment in mild to moderate cows' milk allergic infants (<6 months) and is tolerated by 90% of infants with cows' milk protein allergy.¹ Rice protein-based formulas are considered a second-line option in the treatment of CMPA as an alternative formula to eHF or soy protein formula.²



ASCIA - Australasian Society of Clinical Immunology and Allergy | CMPA – cow's milk protein allergy | eHF – extensively hydrolysed formula | AAF – amino acid formula *Rice protein based formula not suitable for children allergic to rice **Soy protein based formula not suitable for children allergic to soy

References: 1. ASCIA Healthcare Professional Guide for Milk Substitutes in Cow's Milk Allergy 2020. 2. ASCIA Patient, Consumer and Carers Guide Cow's Milk Allergy 2019. 3. Koletzko et al. JPGN. 2012;55:221-229. 4. Kemp et al. MJA. 2008;188:109-112.