



Annum™
ESSENTIAL

Support Your Child's All-Rounded Growth & Developments*

Annum™ ESSENTIAL is scientifically formulated with



DHA



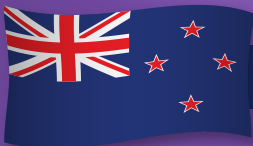
15
KEY NUTRIENTS

Support your child's 8 IMPORTANT DEVELOPMENTS*



**No
Added
Sugars**

SERVING
SUGGESTION

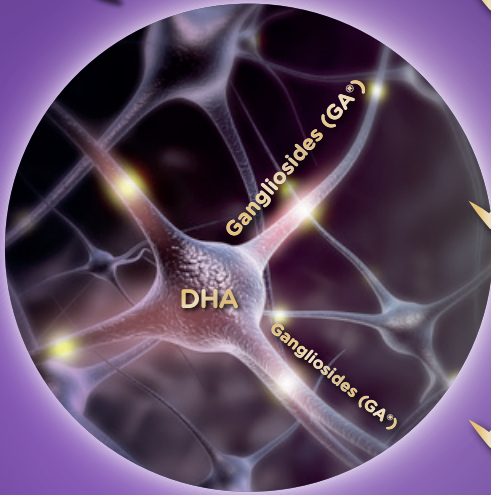


*With proper stimulation and good nutrition.

Fonterra New Zealand R&D Centre backed by 90+ years of research.

Annum™ ESSENTIAL is The Only[^] Brand with **MFGM-GANGLIOSIDES-DHA**

DID YOU KNOW?
Studies showed that...



✓ **Gangliosides**

Help to form brain cells connections¹

✓ **DHA**

Help to support brain development²

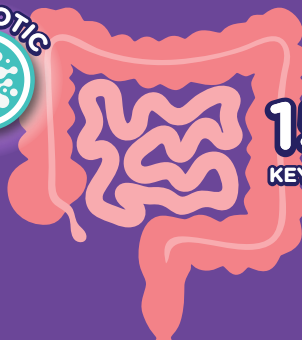
✓ **MFGM**

Support emotional and behavioural development³

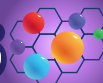
Annum™ ESSENTIAL is also scientifically formulated with **PREBIOTIC (INULIN)** & **15 KEY NUTRIENTS**



Prebiotic helps to support good intestinal environment. A good intestinal environment supports body defence system⁴



15
KEY NUTRIENTS



15 Key Nutrients support your child's overall growth and development

References:

¹Palmano et al. (2015). *Nutrients*, 7, 3891-3913.

²Lauritzen et al. (2016). *Nutrients*, 8(1), 6.

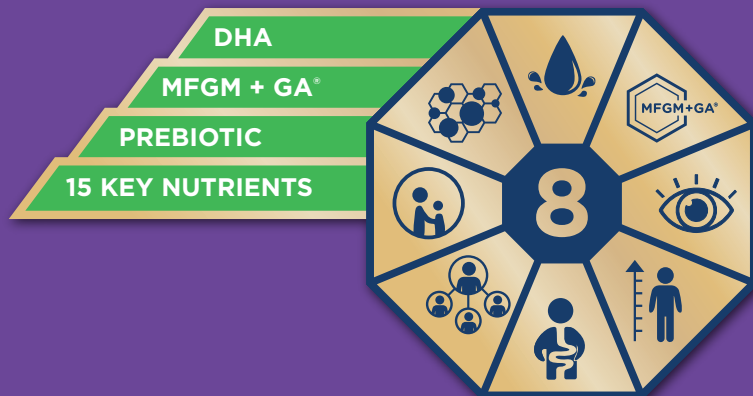
³Veereman-Wauters et al. (2012). *Nutrition*, 28, 749-752.

⁴Bischoff SC. (2011). *BMC Medicine*, 9, 24.

[^]Referring to the product label of major brands of formulated milk powder for children.

^{**}Sucrose, Glucose Syrup Solid, Corn Syrup Solid, Brown Sugar, Dextrose, Lactose, Fructose, Honey and White Sugar are defined as 'sugars' and 'added sugars' under CODEX Standard 212-1999 and CAC/GL23-1997. CODEX develops harmonised international food standards guidelines and code of practices. Under Malaysia Food Regulations 1985, Sucrose, Brown Sugar, Dextrose, Glucose, Fructose, Honey are defined as sweetening substances.

It is Crucial to Support Your Child with **8 IMPORTANT ASPECTS** of **GROWTH & DEVELOPMENTS***



1 MIND-Q CONNECT™

MFGM is Milk Fat Globule Membrane that contains **Gangliosides (GA®)** and **Phospholipids** which are also found in the brain. **Gangliosides (GA®)** helps to form brain cells connections¹.



2 EYE

Vitamin A is essential for functioning of the eye. **DHA** is found abundantly in the eyes.



3 GROWTH & DEVELOPMENT

Contains **15 key nutrients** including **high Protein, high Calcium, Vitamin D** and **Zinc** to support growth and development.



4 GOOD INTESTINAL ENVIRONMENT

Important for effective absorption of nutrients. **Inulin** is a **prebiotic** that helps to increase intestinal bifidobacteria and maintain a good intestinal environment.



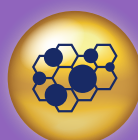
5 SOC-Q+™

Good source of **Vitamins B₁, B₂** and **B₃** to release energy from carbohydrate. Energy is needed to support your child's daily activities and interactions.



6 EM-Q+™

Studies showed emotional & behavioural regulation improved in children supplemented with **MFGM²**.



7 EMUN-Q+™

Provides your child with **important nutrients** to support the growth. Keep your child strong from within.



8 FQUS+™

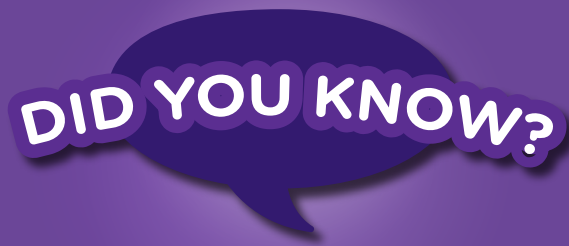
High in **Iron** for red blood cell formation and to carry oxygen to all parts of the body. **Vitamin B₁₂** is needed for red blood cell production.

References:

¹Palmano et al. (2015). *Nutrients*, 7, 3991-3913.

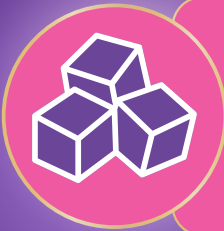
²Veerman-Wauters et al. (2012). *Nutrition*, 28, 749-752.

*With proper stimulation and good nutrition.



High sugar intake may impact memory and learning.

Each of us has 100 billion brain cells but not all are connected¹. Brain cells connections continue to be built and formed throughout childhood for memory and learning to take place.



Study showed that with increase of sugar sweetened beverages consumption, verbal intelligence score is reduced by 2.4 points per serving/day²



Higher
Sugar
Consumed



Lower
Intelligence
Score

DID YOU KNOW?

Malaysian pre-schoolers are consuming average 7.6 teaspoons of sugars daily. ¹

That's already more than the recommendation!

Children aged 2-6 should consume not more than 3 teaspoons of added sugars per day.



Recommendation by Malaysian Dietary Guidelines (MDG) for Children and Adolescents 2013.

WHY SHOULD WE CONTROL OUR CHILDREN'S SUGAR INTAKE? EXCESSIVE ADDED SUGARS INTAKE MAY...



Impact on learning



Increase Likelihood of Obesity



Impact on Taste Preference - Sweet Tooth



Increase Risk of Dental Cavities



Impact on Sleep



Increase Risk of Cardiovascular Diseases



Take care of your child's SUGAR INTAKE today!

How to Identify **ADDED SUGARS**** In Your Children's Formulated Milk Powder?



NO ADDED SUGARS**

Ingredients

Milk Powder (Cow's Milk), Whey Powder (Cow's Milk), Inulin, Buttermilk Powder* (Cow's Milk), Docosahexaenoic Acid (DHA) from Fish Oil, Minerals (Calcium Carbonate, Ferric Pyrophosphate, Zinc Sulphate, Potassium Iodide), Fructo-oligosaccharide, Vitamins (Vitamin E Acetate, Niacinamide, Vitamin D₃, Vitamin A Acetate, Calcium D-Pantothenate, Thiamin Hydrochloride, Vitamin K₁, Pyridoxine Hydrochloride, Folic Acid), Flavourings, Emulsifier (322, Soya Lecithin). Additives are of plant and synthetic sources.

*Source of Milk Fat Globule Membrane (MFGM)



WITH ADDED SUGARS**

Ingredients

Milk Powder (Cow's Milk); **Corn Syrup Solid (Plants)**; Full Cream Milk Powder (Cow's Milk), Vegetable Oil (Conola Oil, Sunflower Oil), **Glucose Syrup Solid (Plants), Lactose (Cow's Milk)**, Milk Protein (Cow's Milk), Emulsifier (Mono and Diglyceride and Soya Lecithin), Potassium Citrate...

Example of Added Sugars**

- Brown Sugar
- Fructose
- Maltose
- Corn Syrup Solid
- Glucose
- Dextrose
- Glucose Syrup Solid
- White Sugar/Sucrose

Annum™ ESSENTIAL
is **THE ONLY** Brand^ with
NO ADDED SUGARS**



SERVING SUGGESTION



^Referring to the product label of major brands of formulated milk powder for children
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