

Brighter future for them.

Brighter future for us.

When you choose to give your child PediaSure Organic, you're not only supporting a brighter future for them, but also a brighter future for us and our planet.



#### HIGH-QUALITY

Produced from creamy European milk from farms in Denmark.<sup>2</sup>



#### GREAT-TASTING

Delicious, kid-approved taste.<sup>2</sup>



#### ORGANIC

Certified by NASAA Certified Organic (NCO). NCO is a fully-owned subsidiary of the National Association for Sustainable Agriculture Australia (NASAA).<sup>2</sup>



#### GROWTH

Contains a unique triple protein complex and 27 essential vitamins and minerals<sup>2</sup> to support growth and development.<sup>17†</sup>

Choose PediaSure Organic for the confidence that your child is getting good quality ingredients to help them

**KEEP GROWING**



†In children at nutritional risk.

Visit [pediasure.com.au](https://pediasure.com.au)

for more information and recipes

TRUSTED BY MUMS\*

PediaSure®

SINCE 1988

★★★★★

PREMIUM QUALITY



Made with certified organic ingredients

**HELP IMPROVE APPETITE IN JUST 4 WEEKS\*†**

New PediaSure Organic is a balanced health shake with 27 essential vitamins and minerals,<sup>2</sup> including iron and zinc that can help improve appetite.<sup>3-5</sup> PediaSure Organic is NASAA Certified Organic, so you can be confident you're giving your child a quality product with essential nutrients for their growth and development.<sup>2</sup>

**KEEP GROWING**

\*Based on a 48-week clinical study in children at nutritional risk, when given in conjunction with dietary counselling. Product used in the study was PediaSure not PediaSure Organic.

NASAA: National Association for Sustainable Agriculture Australia.

PediaSure Organic is available from all quality pharmacies.

\*PediaSure Brand Research September 2020.

**Food for Special Medical Purposes. Use only under medical supervision.**

**References:** 1. Huynh DTT et al. *J Hum Nutr Diet* 2015;28:623-35; 2. PediaSure® Organic Product Label (Vanilla); 3. Stoltzfus RJ et al. *J Nutr* 2004;134:348-56; 4. Krebs NF et al. *Am J Dis Child* 1984;138:270-73; 5. Kusumastuti AC et al. *J Indones Biomed* 2018;10(2):133-9; 6. Gasser C, Evans-Whipp T and Terhaag S. (2018). The physical health of Australian children. In G. Daraganova and N. Joss (Eds.), *Growing Up In Australia - The Longitudinal Study of Australian Children, Annual Statistical Report 2018*. Melbourne: Australian Institute of Family Studies; 7. Abbott U&A Research, 2018; 8. Jacobi C et al. *J Am Acad Child Adolesc Psychiatry* 2003;42:76-84; 9. Manikam R et al. *J Clin Gastroenterol* 2000;30(1):34-46; 10. Carruth BR et al. *J Am Coll Nutr* 1998;17(2):180-6; 11. Wright CM et al. *Pediatrics* 2007;120(4):e1069-75; 12. Galloway AT et al. *J Am Diet Assoc* 2005;105(4):541-8; 13. Fisberg M et al. *Int Pediatr* 2002;17(4):216-22; 14. Schrezenmeir J et al. *Clin Pediatr* 2004;43:239; 15. Karpiński M et al. *J Am Coll Nutr* 2017;36(5):399-412; 16. Paul G. *J Am Coll Nutr* 2009;28(4):464S-472S; 17. Australian Government National Health and Medical Research Council. Nutrient Reference Values for Australia and New Zealand. Available at: <https://www.nrv.gov.au/> [Accessed 21 April 2022].

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## Kids can have unpredictable eating habits

It's no secret that kids need a healthy, balanced diet to grow and thrive. While some kids leap at the chance to enjoy fruit, veggies and other nutritious foods, we know this can be a challenge for others.

**If your kid's an unpredictable eater, you're not alone.**

Did you know:



**9 out of 10 kids** aren't consuming their recommended  $\geq 5$  serves of vegetables per day.<sup>6</sup>



And up to **two thirds of parents** identify their children as picky or unpredictable eaters.<sup>7</sup>

## Good to grow

**With over 30 years of research,<sup>2</sup> we've learned a thing or two about helping kids grow and thrive through great nutrition.**

**If your child is a picky eater, they may:<sup>8-12</sup>**

- Eat very little
- Have tantrums at mealtimes
- Accept only a few types of foods
- Take a long time to eat meals or snacks
- Be unwilling to try new foods
- Have strong food preferences
- Eat few fruits and vegetables
- Prefer drinks to foods

## Goodness of high-quality, certified organic ingredients

PediaSure Organic is made with certified organic ingredients and contains 27 essential vitamins and minerals to support growth and development.<sup>2</sup>

**Its unique, scientifically designed, certified organic formulation contains:**



Iron and zinc to help improve appetite<sup>3-5</sup>



A prebiotic and probiotic blend to support immunity<sup>13,14</sup>



Calcium and Vitamin D to support healthy bone and muscle development<sup>15</sup>



A high-quality protein combination to help support growth and development<sup>16</sup>

**If your child is a picky or unpredictable eater, they may be at nutritional risk.**

**PediaSure Organic is a good source of iron and zinc, supporting a healthy appetite.<sup>2-5</sup>**



**With over 30 years of research in childhood nutrition,<sup>2</sup> we know how to support growing Aussie kids.**

