

Nestlé Wellness in Action News

Issue 5
July 2005

Products and Brands

Current new products



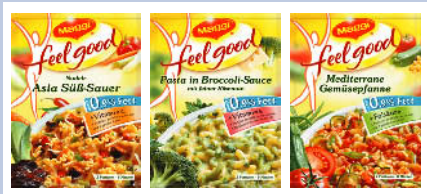
D'Fit Low Fat ice cream - Peru

New vanilla ice cream cup from Nestlé D'Anafria with 66% less fat than normal ice cream and newly formulated recipe with sugar reduced to 0%. Contains only 84 calories per cup - enjoy the creamy taste this summer.



Omega Plus® ACTICOL™ - Malaysia

Nestlé Omega Plus® is a high calcium milk with ACTICOL™, a combination of natural plant sterols and omega 3:6 essential fatty acids. It can help lower cholesterol and is 'The Milk that Loves your Heart'.



Maggi Feel Good meals - Austria

Discover the new range of Maggi Feel Good ready-to-serve meals with only 0.9% fat and enhanced with vitamins C, E and folic acid. Available in three new healthy vegetable varieties.

More information on these, and more product news, contact
Productinfo-news@nestle.com

Secret de Sveltesse fat-free yogurt for better balance and well-being

Dietary calcium has long been known for its beneficial effects on the formation and preservation of bone mass. However, the positive role of dairy calcium in weight management and its effect on adipose tissue has only come to light more recently.

This may well be a good argument to persuade consumers to increase their calcium intake: it can prevent the risk of osteoporosis without spoiling your figure!

Frequently, women on a diet cut out cheese, milk, and other full-fat dairy products and, as a result can make themselves vulnerable to calcium deficiency.



The recently introduced *Secret de Sveltesse* range of light, calcium-rich yogurts represents another step forward in controlling body weight.

Sveltesse offers the first fat-free fruit yogurt that makes it easier to watch your figure thanks to its low fat and increased calcium content (70% more than a standard fat free yogurt).

The extra calcium helps to ensure adequate dietary calcium intake for those consumers who are dieting.

Secret de Sveltesse: more calcium, 0% fat

Nestlé business is in constant dialogue with the nutrition scientists at the Nestlé Research Center (NRC), Lausanne, Switzerland to develop products adapted to consumer's nutritional needs and expectation of excellent quality. Nestlé's nutrition and health drive addresses the sharp increase in the prevalence of overweight and obesity in France.

Nestlé Wellness in Action News

Issue 5
July 2005

Programmes

Brief Notes...

Nutrisi Bene Vivere Meglio

Italy

"Nutrisi Bene Vivere Meglio" (*Good Food, Good Life*), a brochure issued 3 times annually, informs more than 300'000 consumers about nutrition basics, trends, and news.

Written and supervised by a scientific committee composed of 3 nutritionists, recent topics have included the Mediterranean diet, wellness and physical activity.



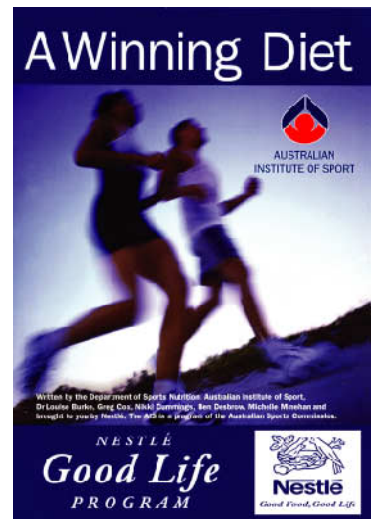
Hungary

NUTRIKIDS®, originally developed by 3 partners in Switzerland, has been adapted to Hungarian needs in order to improve the nutritional behaviour of children. In collaboration with the Hungarian Association of Dietitians and recommended by the Ministry of Education and the Ministry of Youth and Sports, more than 1'200 primary schools have already joined the program, reaching over 60'000 children. A new feature of the Hungarian NUTRIKIDS® is a nationwide elementary school competition based on children maintaining a 'health diary' of their daily food intake and exercise, also involving their parents.

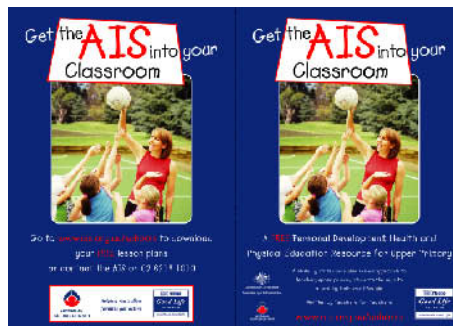
More information on these and other developments from
Programmeinfo-news@nestle.com

Australian Winners Balance Diet and Exercise

Athletes of all ages and levels can benefit from eating well. The 36-page "A Winning Diet", explaining the importance of diet in achieving sporting goals, is divided into 3 sections: everyday nutrition, top performance, and competition nutrition. Designed for sports people, coaches and health professionals, as well as families and individuals who want to improve their personal performance, the booklet addresses key concerns: strategies for quick and healthy cooking, a higher energy intake, requirements for iron and calcium, how to order healthy take-aways, weight and body fat loss, ensuring re-hydration after a work out, and strategies for speedy recovery.



Published in collaboration with the Australian Institute of Sport and the New Zealand Millennium Institute of Sport & Health, more than 500'000 copies in Australia and 125'000 copies in New Zealand have been distributed to health professionals, coaches, athletes and interested individuals.



Educational resources, based on these booklets and in collaboration with the two sports organizations, offer teachers a variety of tools emphasizing the keys to a healthy and balanced lifestyle.

In Australia, a free 12-unit resource, addressing the benefits of personal development, health and physical education for personal success on and off the sporting field, is dedicated to children, 10-12 years, while in New Zealand a similar 8-unit teaching resource is taught to children 11-13 years.

For more information go to: www.nestle.com.au/ais/teachers