

Nestlé Health in Action

Issue 9
May / June 2006

Products and Brands

Current new products



PowerBar Nut Naturals - USA

Nut Naturals is an all-natural, nutty energy bar made with simple ingredients including crunchy nuts and fruit. The product contains 10g of protein, 3g of fiber, is low in saturated fats and carries an FDA approved "Heart Healthy" claim. It has no trans fats or cholesterol.



La Laitière ice cream - France

After a successful launch in USA with Dreyer's Slow Churned, La Laitière has now introduced a new line of 7 premium ice cream flavours, using the same new Nestlé patented technology. The result is 20-30% less fat than a classical ice cream without compromising the taste.



Noodle Temptations - New Zealand

When you feel like a tasty, low fat snack, Maggi Noodle Temptations are the ideal healthy choice. 97% fat free, quick and easy to prepare, Maggi Noodle Temptations are available in a great variety of flavours - including Sesame Chicken, Thai Sweet Chilli, Satay, and Mediterranean Style Vegetables. Just add vegetables, tuna or chicken and make it a meal!

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

Clinutren®: Tackling disease-related malnutrition

The Clinutren® range of calorie and protein enriched oral supplements is the solution that Nestlé Nutrition offers for tackling the critical problem of malnutrition resulting from illness. Numerous independent studies show that 40-50% of all hospital patients are malnourished. Among elderly people in hospital care, that figure can reach as high as 65%.



Malnutrition is a severe enough health problem on its own. For patients undergoing treatment or recovering from disease, it can have serious consequences. It raises their risks of developing other complications. It delays their recovery. It extends the length of their hospital stay – which affects both their return to normal life and adds to the growing healthcare costs facing most governments today.

To tackle malnutrition, doctors and dietitians prescribe oral nutritional supplements for patients who are malnourished – or at risk of malnutrition – and for patients recovering from surgery or treatment. However, the challenge is getting patients to take these supplements. Independent studies show that the poor taste of such products is one reason why some 50-72% of prescribed nutritional products are wasted.



Drawing on scientific research and Nestlé's heritage of food expertise, Nestlé Nutrition developed the Clinutren® range. To promote patient compliance, products in this range come in a wide number of flavours and formats. Patients get Clinutren® products in the form of milky drinks, juice-style drinks, cream desserts and soups. The range also includes mixes and cereal preparations that serve as meal replacement for patients with difficulty swallowing.

Nestlé Nutrition has further extended the Clinutren® range to include products targeting specific conditions. These include Clinutren® G for diabetic patients and Clinutren® Repair for patients recovering from pressure ulcers, burns or surgery.

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Programmes

Brief Notes...



Jamaica

Nestlé has recently begun the publication of a quarterly "Living Well" booklet which is distributed to fifty five thousand consumers, as well as at events, to doctors and other opinion leaders. Regular editorials based on a health and wellness theme will now appear monthly.

The topics for the first quarter include "Get Off the Couch", encouraging children to walk and get involved in sporting activities, and "It Takes More Than Heart", a guide on the prevention of heart disease.



Malaysia

Working closely with the Heart Foundation of Malaysia, Nestlé Omega Plus has helped create awareness on the importance of caring for our hearts. The Walk-a-Mile campaign has been very successful and popular with adults, children and the general public taking part.

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

"Good Nutrition Programme"

Ulitzta Cezam – Russia

In 1996, the Director of the Russian Institute of Physiology and her colleagues, created and launched an in-school nutrition education programme for 6-8 and 9-11 year olds, featuring the well-known characters from Sesame Street, the children's educational TV programme.



Nestlé sponsored the "Good Nutrition Programme" materials which consist of two colourful Student's Workbooks: "Conversation about Good Nutrition" and "Two weeks in a Health Summer Camp" and traditional Teacher's Manuals. These Workbooks include 30 lessons, many interactive exercises and pictures, stickers and a big board game which can be played at school or at home.

Both the Ministry of Education and State Institute of Nutrition have officially recognized and recommended the programme as part of the primary school curriculum and it is well appreciated by teacher, parents and children. The nutritional principles taught in the programme are based on Russian culinary traditions and take into account differences in household income by focusing on familiar, but healthy food choices. This helps families with strained resources to allocate their food budgets to obtain the best possible nutritional value.



Encouraged by the initial results, Nestlé has been extending the Programme to more schools in Moscow and regions. Today, the programme is used in 27 regions of Russia. Over 250'000 children in 5'000 schools every year are involved in the programme, and in total nearly 1,5 million Russian children have learned about good nutrition through it. Discussions are presently underway with Russian nutrition experts to create a new part of the Programme for 12-13 year old teenagers.

For more information, please contact www.nestle.ru