

# Nestlé Health in Action

Issue 12  
June / July 2007

## Products and Brands

### Current new products



#### **Sveltesse Saciante - Portugal**

Foods that help to enhance satiety are relevant for the control of daily energy (calorie) intake. Nestlé have recently developed a drinking-yoghurt with a cereal-fruit mix. The texture and nutritional characteristics of the product have been specially designed to elicit a feeling of satisfaction.

A human study at the Nestlé Research Centre compared *Sveltesse Saciante* to other snacks (yoghurt drink, fresh banana and crackers, with water as a control). Overall, there was a clear trend for *Sveltesse Saciante* to be more satiating than the other snacks that were tested.



#### **Maggi Light Mayonesa - Chile**

*Maggi Light Mayonesa* Mayonnaise has been developed to fit into a more healthy and balanced lifestyle without compromising on flavour.

It contains 50% less fat than the regular mayonnaise, has only 34 calories per portion and is low in cholesterol. Now available in a smaller, economical 100ml. pack.

*More information on these, and more product news, contact*  
[Productinfo-news@nestle.com](mailto:Productinfo-news@nestle.com)

## ***Nutren Balance/Equilibre*** breakfast cereals and cereal bars

Diabetes is a widespread medical condition whose incidence is growing significantly in many countries of the world and is regarded as a major public health challenge. The International Diabetes Foundation estimates 1 in 19 people have diabetes (194 million in 2004 rising to 340 million by 2030). Diabetes type 2 accounts for approximately 90% of all diabetes cases.

Medical nutritional therapy is an integral component of diabetes management, with 3 primary goals:

- To attain and maintain optimal metabolic status via
  - Blood glucose levels in the normal range, or as near as possible
  - Improved lipid and lipoprotein profiles that reduce the risk for macrovascular diseases
  - Blood pressure level that reduces the risk for vascular diseases
- Improved health through healthy food choices
- Address individual needs

As a leader in food and nutrition, Nestlé Nutrition provides nutrition solutions that are easily incorporated into the diet, and that help people with diabetes, their caregivers and healthcare professionals to manage the specific nutrition needs of people with diabetes.



Nutren Balance/Equilibre breakfast cereals and cereal bars meet the international nutrition guidelines for people with diabetes and are specifically designed to be integrated into daily meal planning with the following benefits:

- Improved compliance by helping patients stick to their recommended diet
- Lowered glycaemic response
- Slowed digestion with associated increased satiety and decreased hunger
- Reduced blood lipids

Nutren Balance/Equilibre cereal bars and breakfast cereals contain BG3, a natural oat fibre which lowers glycaemic response and help decreased feelings of hunger. Nutren cereals and cereal bars are clinically tested in patients with diabetes. The Nutren Balance/Equilibre cereal bars are available in delicious apricot and ginger/lime flavours while the breakfast cereal is available in Natural and Strawberry flavours.

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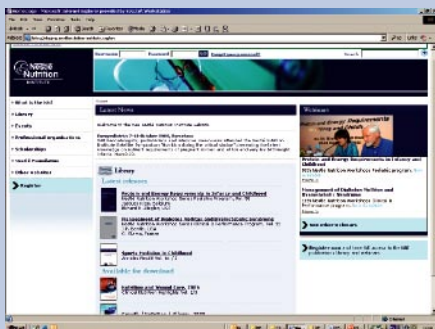
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## Programmes

### Brief Notes...

#### Nestlé Nutrition Institute website launch - Switzerland

In March 2007, the Nestlé Nutrition Institute launched a new website for the Medical & Scientific community. This represents a major new step in Nestlé's aim of providing enhanced access to the latest knowledge in nutritional sciences. The website is free to use upon registration and will provide full access to our publications, online seminars and events schedule. With over 1500 specialist articles and documents available for direct download, the website offers an invaluable source of scientific information. Please register on: [www.nestlenutrition-institute.org](http://www.nestlenutrition-institute.org)



#### Internal Health and Wellness Programme - Nestlé Germany

Nestlé Germany has introduced an Internal Health and Wellness Programme which covers Health and Safety Management, nutrition education for employees supported by the programme Nestlé "Ernährungsstudio" (consumer hotline, web pages and consumer presentations in supermarkets), wellness meals in the canteen, medical check-ups, blood donation with German Red Cross, flu vaccination, physical activity programmes and sports facilities on site. There is also a system to minimise employee absenteeism.

*More information on these and other developments from [Programmeinfo-news@nestle.com](mailto:Programmeinfo-news@nestle.com)*

## Nestlé Nutrition Duchess Club

### Nutrition Education in Nigeria

The Nestlé Nutrition Duchess Club is an informal association of Nigerian women from diverse backgrounds, inaugurated in Lagos in 2000. The club promotes healthy eating habits, good nutrition, cleanliness and hygiene among women and adolescents. It also aims at empowering women through acquisition of knowledge and skills in nutrition, home management, entrepreneurship and leadership. To further promote nutrition education and awareness in Nigeria, the club has embarked on some community based and health initiatives:

#### Train the Trainers Programme

This is a 6-month training programme for members, covering topics such as Nutrition, Business, Self-development and Leadership Skills. At the end of this programme, each certified participant goes back to train a "cell" of secondary generation members of the club to gain these skills.



#### Market Outreach

In Nigeria, the market is where virtually all food items are bought for household and commercial needs. Sustained education and campaigns on hygienic nutrition practices as well as handling of raw food items are therefore imperative. Regular instructional visits are made by the club to popular markets in and outside Lagos to share information with market women and foodstuff sellers on hygienic handling of various food items through practical lessons before selling to customers.

#### Capacity building Workshop

This annual workshop is aimed at empowering women to meet the challenges of nutrition and wellness in their homes and communities. To further promote nutrition communication in Primary Schools in Lagos State, a training programme was held for a total of 305 Primary School Teachers.

#### Adolescent Girls' Seminar

Promotes awareness of adolescent nutrition and its role in the physical development of the girl child and the right to adequate nutrition.

In the last 5 years, the Duchess Club has reached over 500 000 women from various backgrounds and continues to attract new members.