Your growth and development
Maintaining your immune system

Pregnant women in low-income countries*
Children in low-income countries

HOW CAN WE PREVENT IT?
The World Health Organization aims to eliminate vitamin A deficiency. This can be done through a mixture of immediate interventions and long-term solutions:

- Encouraging breastfeeding is the best way of protecting babies, as breast milk has high amounts of vitamin A.
- In the short term, treating deficient children with low-cost, high-dose supplements of vitamin A has reduced mortality by 23%.
- In the medium term, food fortification can help to prevent deficiency, while a balanced, nutrient rich diet can help to do so in the long term.

Early signs of vitamin A deficiency are impaired vision and night-blindness.

Long-term deficiency can lead to scarring of your corneas and blindness.

As a young child, your risk of severe illness, and even death, from common childhood infections such as measles increases.

WHO IS MOST AT RISK?
Vitamin A deficiency is the leading cause of preventable childhood blindness worldwide.

WHAT IF YOU DON'T GET ENOUGH?

WHY DO YOU NEED VITAMIN A?

WHAT IS NESTLÉ DOING?

200 billion servings of micronutrient fortified foods and beverages annually worldwide by 2016.

Fortifying our Future: A snapshot report on food fortification

Global prevalence of vitamin A deficiency in population at risk: 1995-2005
www.who.int/vmnis/database/vitamina/x/en/

Micronutrient deficiencies: Vitamin A deficiency
www.who.int/nutrition/topics/vad/en/

Micronutrients - Iodine, Iron and Vitamin A
www.unicef.org/nutrition/index_iodine.html

Nestlé commitment: Help reduce the risk of undernutrition through micronutrient fortification
www.nestle.com/csv/nutrition/micronutrient-fortification

United call to action on vitamin and mineral deficiencies
www.unitedcalltoaction.org/documents/Investing_in_the_future.pdf

Vitamin and Mineral Nutrition Information System: prevalence of night blindness

Sources of micronutrient fortified foods and beverages annually worldwide by 2016.

We’ve committed to providing

In 2014

81%

of sales of our popularly positioned products (high-quality, nutritious foods and beverages at a price lower-income consumers can afford) were fortified with at least one of the ‘big four’ micronutrients: iron, iodine, vitamin A and zinc.

We target products for fortification that are consumed widely and regularly (such as milks and condiments) that contribute to a generally healthy diet, and that are affordable and likely to be bought by the population at risk.

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