



## News release

### **Nestlé launches *BabyNes*, the first comprehensive nutrition system for babies, in Switzerland**

Vevey, 25 May 2011 - Nestlé today announced the launch in Switzerland of its premium *BabyNes* system, a unique combination of nutrition innovation, high-tech machine technology and after-sales service. *BabyNes* is the world's first comprehensive nutrition system for infants and toddlers, and is based on Nestlé's latest scientific achievements in baby nutrition and systems technology. With *BabyNes*, Nestlé builds on its unmatched expertise in baby nutrition gained over 145 years since the invention of *Farine Lactée* by Henri Nestlé.

Nestlé supports exclusive breastfeeding for the first six months of an infant's life, in line with WHO recommendations, and continued breastfeeding thereafter for as long as possible. For babies who are not breastfed, Nestlé provides high-quality breast milk substitutes, such as *BabyNes*.

*BabyNes* offers single-serve formulas for infants and young children up to the age of three years. The composition of the six consecutive formulas meets the evolving nutritional needs in the first three years of life: four formulas in the first year, and one formula for each of the following two years. The customised composition of these products is tailored to suit the growth pattern in early life and the baby's changing nutritional needs, while taking into account the steady introduction of solid food into the infant's diet.

The single-serve portions are sealed in capsules, used in the proprietary *BabyNes* machine, which recognises each capsule and prepares the bottle with precisely the right dosage and temperature, at the push of a button, in less than one minute. The *BabyNes* machine combines state-of-the-art technology with the utmost safety and convenience, and ensures a hygienic, quick and easy bottle preparation.

In addition, *BabyNes* offers 24-hour customer service via [www.babynes.com](http://www.babynes.com) or via the *BabyNes* customer service hotline. Customers may use the interactive service on [www.babynes.com](http://www.babynes.com) to understand and track their baby's growth and changing nutritional needs, to choose the right product type, as well as to order capsules or get more information from professional nutritionists.

*BabyNes* goes on sale today exclusively in Switzerland. *BabyNes* products can be purchased via [www.babynes.com](http://www.babynes.com) or in selected pharmacies and baby stores across Switzerland. *BabyNes* capsules are dispatched within 48 hours to any address in Switzerland.

For more information please visit [www.babynes.com](http://www.babynes.com)

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