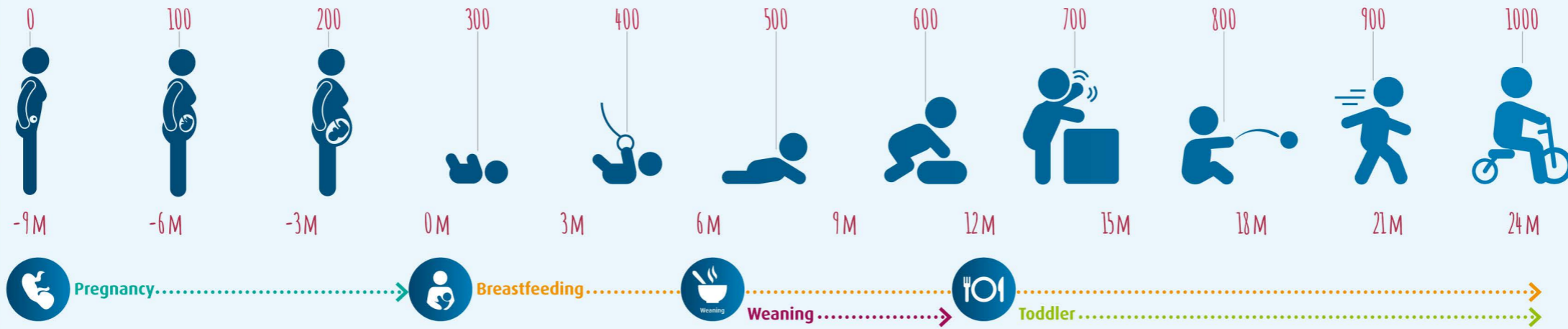


# FIRST 1000 DAYS, A UNIQUE WINDOW OF OPPORTUNITY FOR LIFE LONG HEALTH



## LIFE LONG HEALTH

The first 1000 days offer a **unique window of opportunity** to build life long health. The right nutrition during this critical period really matters. The rapid growth and development during pregnancy, breastfeeding, weaning and toddlerhood leads to specific nutritional requirements during each of these stages.

Therefore, it is crucial to ensure every mother and child have access to optimal nutrition during the first 1000 days!

## THE FIRST 1000 DAYS?

The first 1000 days refers to the period from the very first day of **pregnancy** up until a child's **2nd birthday**.

$$\text{pregnancy } 270 \text{ days} + \text{1st year } 365 \text{ days} + \text{2nd year } 365 \text{ days} = \text{first } 1000 \text{ days}$$

## WHAT HAPPENS?

The first 1000 days are a period of **rapid growth** and **significant development**: while the body and organs grow, also the **brain, digestive system/gut microbiota, immune** and **metabolic systems** develop. In fact, the growth and development are at the highest rate ever during a human's lifetime. The right nutrients are critical to facilitate this growth and development.



## WHY IS NUTRITION SO IMPORTANT?

Nutrition in the first 1000 days not only impacts baby's **short term health** but it also has a profound impact on **long-term health**, right into adulthood. Challenges during the first 1000 days affect the risk of non-communicable diseases such as obesity, stunting, diabetes, allergy, heart disease later in life.

