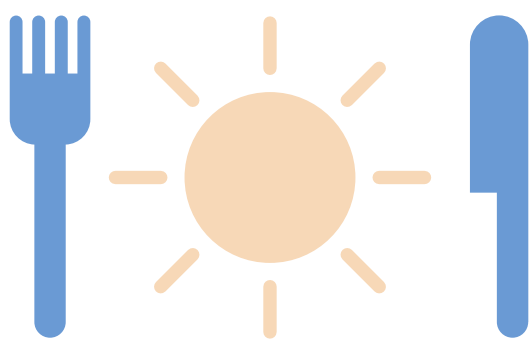
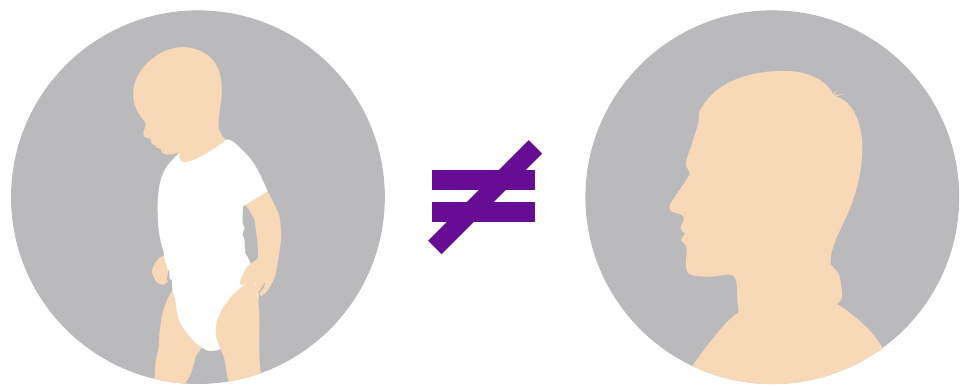




IMPACT OF YOUNG CHILD FORMULA (YCF) CONSUMPTION ON IRON & VITAMIN D STATUS

Young children **ARE NOT** mini adults, they have specific nutritional needs.

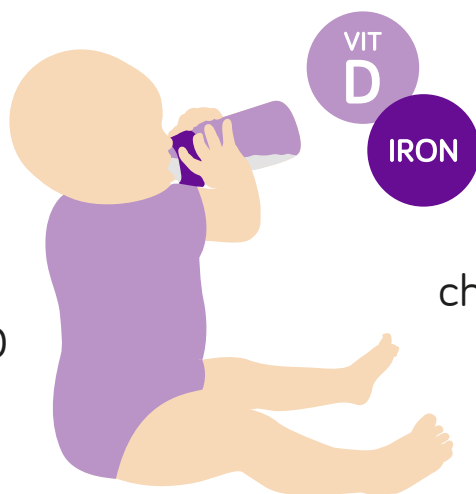


Iron and vitamin D deficiency is a legitimate concern.

A BALANCED DIET AND MODERATE SUN EXPOSURE

are recommended to reduce the risk of this deficiency but these recommendations are difficult to follow in practice.

Scientific evidence suggests that fortified foods such as **YOUNG CHILD FORMULA** help to improve vitamin D and maintain iron status in young children.



YCF could be a PRACTICAL OPTION

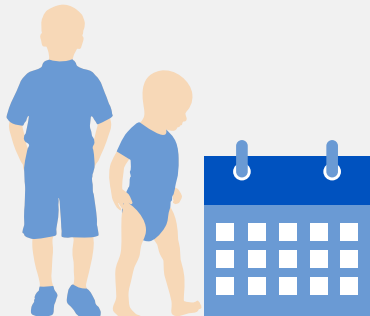
for parents whose children do not receive enough iron and vitamin D from other sources.

THE IDEA STUDY

A randomised double-blind controlled study.

318 children aged 1–3 years

20-WEEK clinical trial



The parameters were analysed via venous **BLOOD SAMPLES.**



CONTROL PRODUCT



NON-FORTIFIED
cow's milk

IRON

0.02 mg
100ml

VIT
D

0 µg
100ml

TESTED PRODUCT



FORTIFIED
with

IRON

1.2 mg
100ml

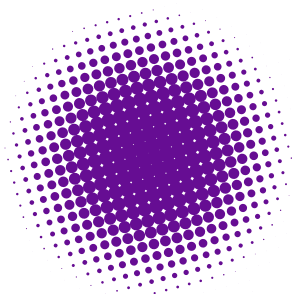
VIT
D

1.7 µg
100ml

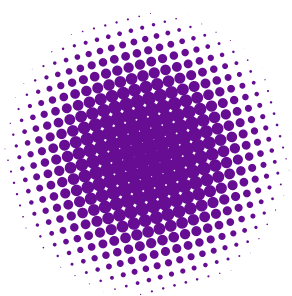
RESULTS

CONTROL GROUP

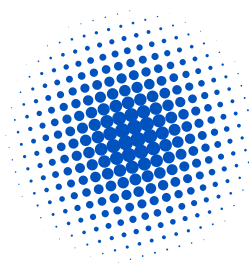
IRON
deficiency



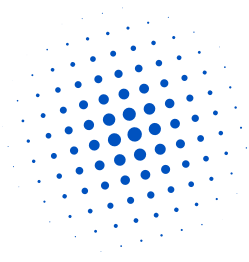
VIT. D
deficiency



YCF GROUP



58%
less likely
to be
deficient



78%
less likely
to be
deficient

YCF use for 20 weeks

PRESERVES IRON STATUS and IMPROVES VITAMIN D STATUS

in healthy young children in western Europe.