



Discover This
Sea Treasure!





FEEDING A GROWING MIND

Did you know that a 3- to 5-year-old's brain is **TWICE** as busy as that of a college student, and perhaps **3 TIMES** busier than an adult's?



3-5 Years Old



College
Student

2x
busier



3x
busier



Adult

Sources: University of California, Berkeley & <https://www.greatschools.org/gk/articles/preschooler-brain-development/>



The early years of a child are very important as it paves way for **good health** and **brain development** in their teenage and adult years. These first few years of brain development forms the foundation for future learning, health and success.





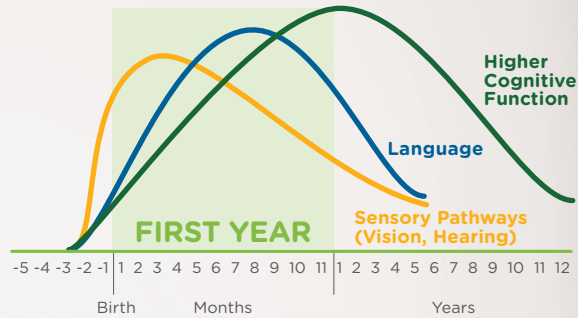
THE FIRST FEW YEARS

A child's brain architecture is shaped during the first three years after birth, but that doesn't mean it stops developing at the age of 3. In fact, it **peaks from the age of 3 for literacy skills, building critical language and developing cognitive function.**

Most importantly, cognitive function serves a critical role in everyday behaviour and social behaviour. These skills, complicated yet amazing, **set the foundation for how they develop and learn in the years to come.**

Human Brain Development

Neural Connections for Different Functions Develop Sequentially



Source: Center on the Developing Child, Harvard University

Experiences physical growth & motor development skills (running/jumping)



Developing Skills & Abilities



Major physical and emotional growth spurt

Develops language and communication skills



Able to read, identify and comprehend complex sentences/ languages

Discovers stronger feelings

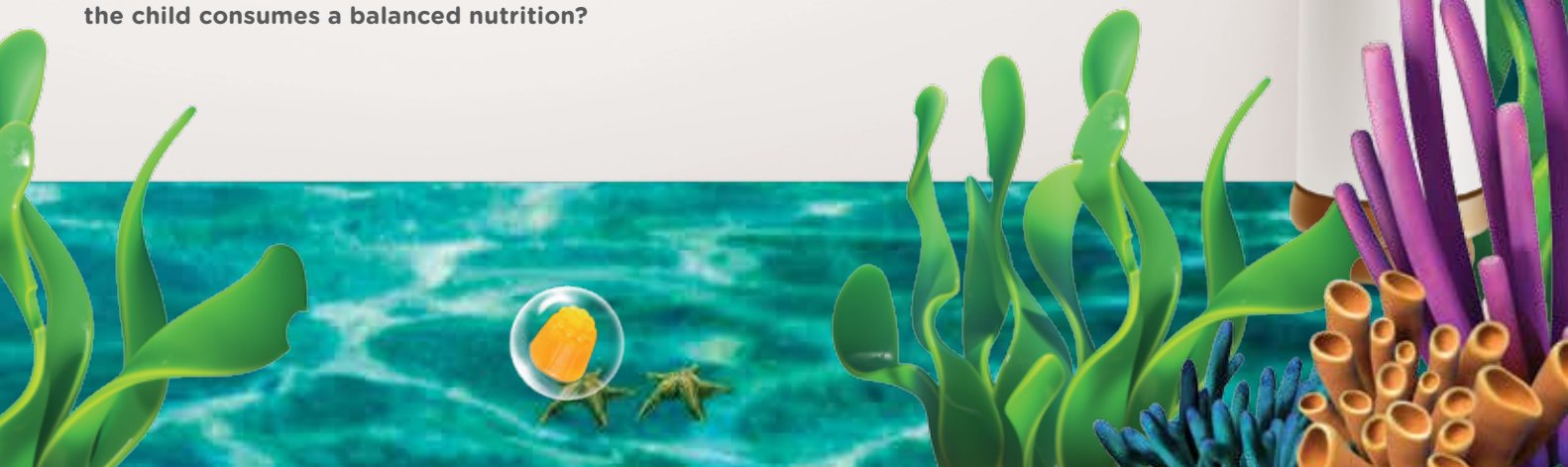


Better balance and coordination

3 - 5 years old 5 - 12 years old

Age Group

Early developmental years are a period of extremely rapid brain development. As parents, we try to do our best to stimulate and support this development, including buying the best educational toys and material, and even signing the child up for specialised educational programmes. But **when it comes to feeding the brain, have you wondered what else can we do to ensure that the child consumes a balanced nutrition?**



DHA - FOOD FOR THOUGHT

Docosahexaenoic acid (DHA) is one of the most important polyunsaturated **omega-3 fatty acids** for your child that help **feed the brain and keep it healthy**. However, their body cannot produce it in adequate amounts, and it needs to be obtained from diet or supplementation.

Food Sources



How Does DHA Benefit your Child?



Supports normal cognitive function: DHA promotes a healthier brain and makes it easier for cells to communicate



Crucial for visual development: DHA is a key component as more than 1/3 of fatty acids in the retina comes from DHA



Develops central nervous and cardiovascular systems

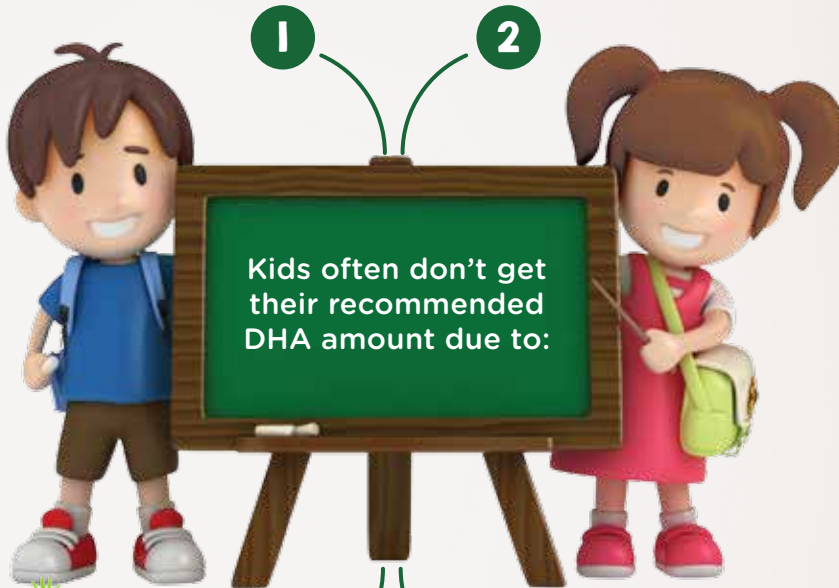
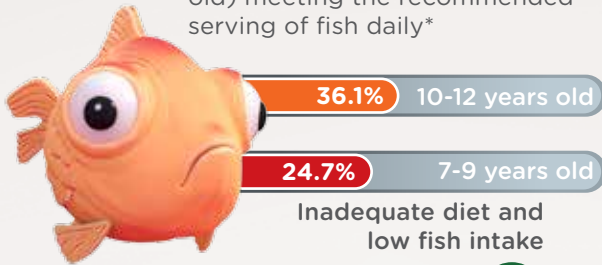
Recommended Amount

Age (year)	Recommended Amount (DHA+EPA)
4 - 6	150mg - 200mg
6 - 10	200mg - 300mg

Note: This table only serves as a recommended amount. **The amount includes DHA and EPA fatty acids.** Figures are derived from the Recommended Nutrient Intake (RNI) Malaysia 2017.

THE CHALLENGE

Percentage of children (7-12 years old) meeting the recommended serving of fish daily*



4 DHA oxidises easily when exposed to air and this might affect function



* Note: Figures are derived from the Malaysian Dietary Guidelines for Children and Adolescents (2013) and the South East Asian Nutrition Surveys (SEANUTS MALAYSIA).



THE BETTER OPTION PLANT - BASED SOURCE



The **Nutrilite Kids Flavoured Gummy with DHA** gets its DHA from **algal oil**. Algal oil refers to oil derived from algae and in this gummy, it comes from *Schizochytrium sp*, a type of marine microalgae with the natural capacity to produce DHA.

What does this mean?

No fishy smell upon consumption



No allergens from seafood ingredients



No risk of contamination from mercury or other toxins





HOW DO YOU CHOOSE THE RIGHT DHA SUPPLEMENT FOR KIDS?

Nutriline Kids Flavoured Gummy with DHA

D for DHA-Rich Ingredient



Plant-based Source
DHA is derived from algal oil



50mg DHA per Gummy
Take two gummies, daily



H for High Quality



Centre Filling Technology
Captures the DHA ingredient and prevents oxidation



Gluten- & Sugar-free
No tooth decays!



No artificial colours or preservatives added

A for Able to Chew Easily



Orange-flavoured Yummy Gummy
A chewable that is suitable for picky eaters and vegetarians.



Individually wrapped gummies
Maintains freshness for whenever your kid takes it!



Nutriline VS Brand X



	Aspect	
Plant-based source (algal oil)	Product Source	Gelatine (fish/bovine)
Yes	Vegetarian	No
50mg/serving	DHA Amount	10-40mg/serving
Sugar-free	Sugar Content	With sugar
Gluten-free	Gluten Content	Unknown
Individually-wrapped	Packaging	In a bottle
No artificial colours or preservatives added	Additional Additives	Unknown





To purchase, visit
<https://www.amway.my/p/124373>

To watch the video, click
<https://youtu.be/vnSyIBPeT2E>

Get your kids to play a Brain-Booster Game:
<https://nutrilite.com.my/en/article/catch-the-gummy>

References

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