

BRAIN CHILD™

Children's supplements



Supplement
your child's
growing mind
& body!



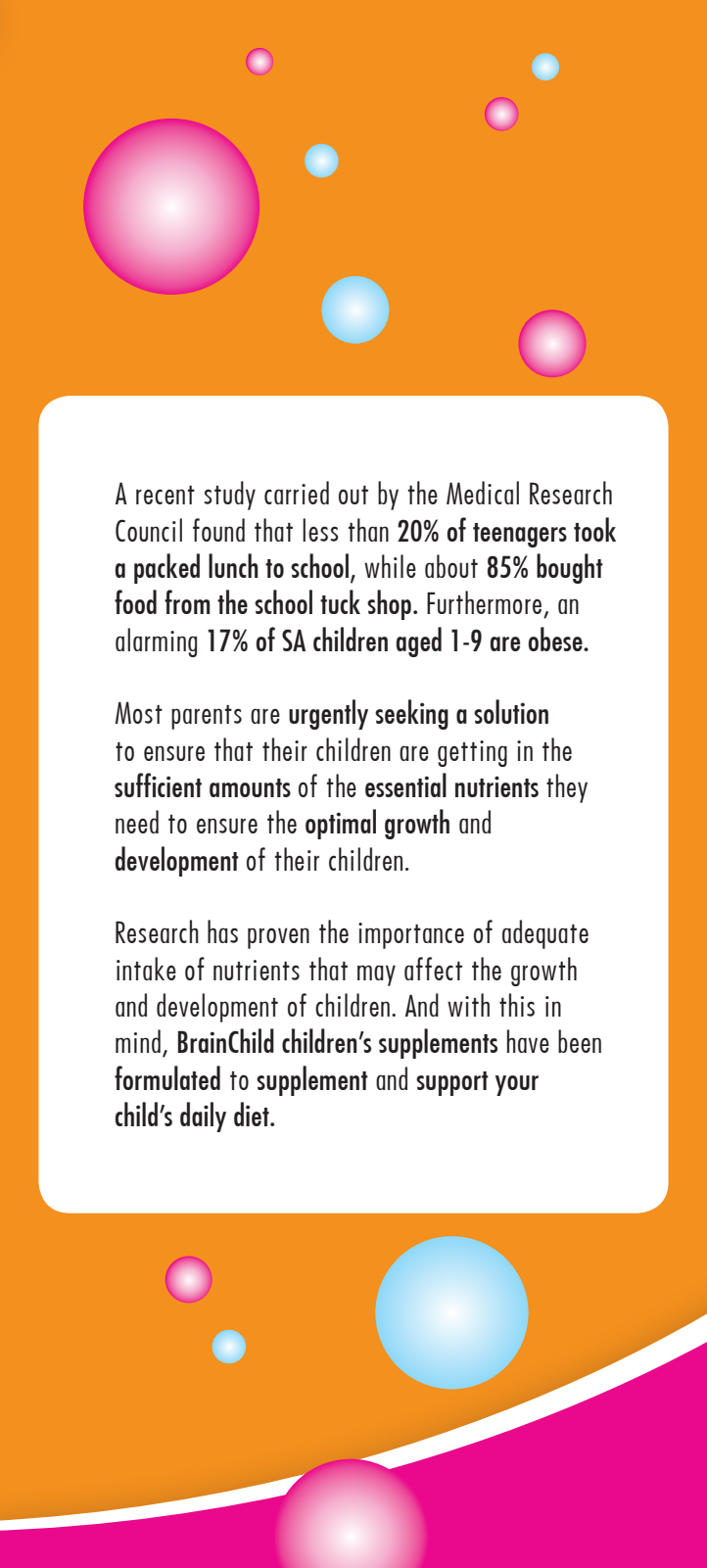


Why a supplement is important:

Due to today's changing and fast paced lifestyle, many parents are **struggling to balance the demands** of daily living. Parents are therefore **spending less time preparing and planning meals**, which has a significant effect on the eating habits of their children – their **diets may lack** or be deficient in certain nutrients that are **essential to growth and development**.

Today's modern mom is trying to juggle parenthood, a corporate career, relationships and much more. As a result of **time constraints**, it forces parents to opt for **quick takeaways or ready-made meals** in order to put a meal on the table. These foods are typically **energy rich**, but they often **lack the micronutrients** that are **essential for a healthy balanced diet**.

While most parents try their best to make nutritious meals for their family, **most children find the appeal of refined, fried, fast and junk food simply overwhelming**. Children have easy access to these foods through school **tuck shops** and **vending machines** that offer **calorie-laden** candy bars, soft drinks and foods loaded with **salt and fat**.



A recent study carried out by the Medical Research Council found that less than **20% of teenagers took a packed lunch to school**, while about **85% bought food from the school tuck shop**. Furthermore, an alarming **17% of SA children aged 1-9 are obese**.

Most parents are **urgently seeking a solution** to ensure that their children are getting in the **sufficient amounts** of the **essential nutrients** they need to ensure the **optimal growth and development** of their children.

Research has proven the importance of adequate intake of nutrients that may affect the growth and development of children. And with this in mind, **BrainChild children's supplements** have been **formulated to supplement and support your child's daily diet**.



BrainChild Fish Oil Burstlets



Good sources of Omega-3 fatty acids include: coldwater fish (like mackerel, tuna, salmon and sardines), flax seeds, canola oils and soybeans.

Most children do not consume enough of these foods, and it may be beneficial for these children to supplement their nutrient-intake with BrainChild Fish Oil burstlets which contain

the necessary Omega-3 fatty acids.

Essential fatty acids (EFAs), particularly docosahexaenoic acid (DHA), are important building blocks of cell membranes and make up 60% of brain tissue.

Supplementing with DHA may be beneficial for:

- Normal brain, visual and cognitive functioning,
- Language, communication & performance ability,
- Improved memory, and
- The support of children with attention-deficit and/or hyperactivity disorders (ADD/ADHD), restlessness & moodiness.

BrainChild is a fish oil supplement which contains:

INGREDIENT	PER BURSTLET
Fish oil (Natural Tuna oil)	500 mg
Providing 160 mg beneficial Omega-3 fatty acids as:	
Docosahexaenoic acid (DHA)	125 mg
Eicosapentaenoic acid (EPA)	30 mg



BrainChild fish oil burstlets come in a great tasting fruity flavored burstlet and can be administered in the following 3 FUN ways:



CHEW & BURST: Place burstlet directly in the mouth and chew. Experience the exhilarating fruity squirt in your mouth. The entire burstlet is safe to eat and swallow.



TWIST & SQUIRT: Twist or cut off the tail of the burstlet. Squeeze the fish body to deliver the content into the mouth or alternatively onto your child's favourite food.



DISSOLVE IN THE MOUTH: The burstlet can be sucked until contents have been released in mouth. The burstlet can then be chewed, swallowed or spat out of the child's mouth.

DOSAGE & DIRECTIONS FOR USE:

Children 2 to 4 years: take 1 burstlet daily

Children 4 years and older: take 1 to 2 burstlets daily.

The BrainChild Range



BrainChild Multivitamin & mineral Chewable tablets



Vitamins and minerals are vital for all stages of physical and mental development and can assist in preventing health problems. BrainChild chewable multivitamin & mineral tablets for children is a tasty, raspberry flavored, chewable supplement that provides the nutrients your child needs for growing up strong and healthy.

Each chewable tablet contains: Vitamin A 1250 IU, Vitamin D 15 IU, Vitamin E 7.5mg, Vitamin C 70mg, Vitamin B1 1mg, Vitamin B2 1mg, Nicotinamide 5 mg, Vitamin B6 1mg, Folic Acid 150mcg, Vitamin B12 3mcg, Biotin 40mcg, Calcium D Pantothenate 2.5mg, Magnesium 25mg, Manganese 250mcg, Selenium 10mcg, Zinc 2.5mg. Contains fructose and dextrose.

Benefits of BrainChild multivitamin and mineral supplement:

VITAMIN A:

Contributes to the maintenance of normal vision and normal functioning of the immune system.

VITAMIN D:

Supports the development of healthy bones and teeth and contributes to the maintenance of normal muscle function.



VITAMIN A & C:

Antioxidants that help protect your body from free radical damage and contribute to normal functioning of the immune system.

B-VITAMINS:

Vital for mental health. The brain uses large amounts of B-vitamins. Because these vitamins are water-soluble, they pass out of the body quickly – this means that even a short term deficiency may have an effect on how your child thinks and feels.

CALCIUM:

Calcium is key to healthy bone and teeth formation and contributes to normal muscle and nerve function.

ZINC:

Zinc supports the immune system to help fight infections.

DOSAGE & DIRECTIONS FOR USE:

Children 2 to 4 years:

Chew 1 tablet daily

Children 4 years and older:

Chew 1 to 2 tablets daily.



**ALSO AVAILABLE
IN A VALUE PACK**

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