

## A new milk drink specially made for babies 4-6 months and older and nutritionally superior to cow's milk. That's Progress.

By the age of four months a baby's digestive system s maturing to cope with changing nutritional needs, such as extra protein intake.

Even when solids are introduced milk is still a very

mportant source of nutrients.

Both the DHSS¹ and the European Society for Paediatric Gastroenterology and Nutrition (ESPGAN)² divise against the early introduction of doorstep cow's nilk. In fact, it may be beneficial to avoid it for the first nonths. ESPGAN have set out guidelines for and ecommend the use of a follow-on formula rather than row's milk.

PROGRESS is such a formula, for babies four to six nonths and older. Progress is not intended to replace reastfeeding. Given in conjunction with solids it provides more complete nutrition than cow's milk.

Boiling of cow's milk depletes vitamins such as 3, and C and of course, diluting with water lowers all nutrients.

Parents will be pleased to know Progress contains full complement of vitamins and minerals especially ron and vitamins A, C, D and E which are insufficient in low's milk. The all vegetable fat blend contains a lot less aturated fat than cow's milk, with energy provided nainly from carbohydrate rather than fat.

Progress has 67% more carbohydrate than cow's nilk and the high quality protein is readily usable for nullding of body tissue.

You will be pleased to know that Progress has been specially formulated for the older baby by Wyeth Nutrition, makers of Britain's most popular baby milk-food.



More suitable than cow's milk for older babies.

Wyeth Nutrition
Leading the way

 $Wyeth\, Laboratories, Huntercombe\, Lane\, South, Taplow, Maidenhead, Berks.\, SL6\, 0PH.$ 

eferences 1. D.H.S.S. (1980) (Revised 1983) HMSO Report No. 20. Present Day Practice in Infant Feeding 5.2.1. 2. ESPGAN Committee on Nutrition (1981) Guidelines on Infant utrition 11. Recommendations for the composition of follow up formula and Beikost. Acta Paediatr Scand., Suppl. 287.

# A Synopsis of Children's Diseases 6th Edition

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