



# ALPHA PLUS

## BABY FORMULA

### PRODUCT PROFILE



# About Us

At Alpha Plus

We work with parents, care takers and healthcare professionals to educate about early life nutrition through advice and support, as well as products and services.

For years, we have been at the forefront of research in infant nutrition and our pioneering efforts continue today. At the heart of our work is our commitment to stand by mums, dads and caregivers to nurture new lives through science-driven research and development, as well as quality manufacturing.

Our products are specially formulated with a balance of key ingredients to support babies and toddlers at all ages. We have stage-specific products that are suitable as a breast milk substitute, for mixed feeding or when your child's dietary intake is inadequate.

We understand that every baby progresses at their own pace, which is why we are committed to ongoing research to offer products that are tailored to each unique life stage.



# Nutritional Information

## Vitamins

Alpha Plus is strengthened with all the vitamins needed for the development of babies from birth to 12 months. Vitamin A contributes to the normal function of the immune system. Vitamins D and E ensure bone mineralization, eye and brain development and antioxidant protection.

## Fat

Fat provides more than half the calories in breast milk and this applies to modern infant formulas. AlphaPlus milk use a specific blend of vegetable fats to ensure adequate levels of polyunsaturated fatty acids for brain and eye development and to aid fat digestion.

## Protein

Alpha Plus's protein content, like that of mother's milk, ensures rapid gastric emptying and the intake of essential amino acids. Alpha Plus presents the same ratio casein/whey protein of 40/60 found in mother's milk.

## Nucleotides

Nucleotides (Adenosine, Guanosine, Inosine, Uridine and Cytidine) are needed during rapid growth, help reduce the risk of infant diarrhoea and boost serum immunoglobulin A concentrations.

## Calcium

Alpha Plus provides 100% of the recommended calcium intake. The easily digestible fat and high vitamin D content aids good absorption of calcium and bone mineralization. Adequate calcium intake during childhood reduces the risk of osteoporosis in later adulthood.

## Ara (AA)

Arachidonic Acid (AA) also naturally found in breast milk, is the primary omega-6 fatty acid in the brain, representing about 48% of the omega-6 fats, and is important for optimal growth and proper infant brain development. Arachidonic Acid (AA) also naturally found in breast milk, is the primary omega-6 fatty acid in the brain, representing about 48% of the omega-6 fats, and is important for optimal growth and proper infant brain development.

## DHA

Docosahexaenoic Acid (DHA), an omega-3 fatty acid naturally found in breast milk, is a major structural component of the brain and eyes, representing about 97% of all omega-3 fats in the brain and 93% of all omega-3 fats in the retina. DHA is important for optimal infant brain and eye development and function.

## IRON

During the first six months of life the infant's iron requirements are met by breast or formula milk together with stores of iron in its body. Infant milks provide enough iron to protect the infant from iron deficiency anaemia. From 6 months onwards, increased iron intake is required and cow's milk alone is not able to supply this. Follow on milk has higher iron content than cow's milk and the high vitamin C content in the formula also increases iron absorption.

## CAROTENOIDS

Docosahexaenoic Acid (DHA), an omega-3 fatty.





# Our Products Range



## Alpha Plus Infant Formula 1

Alpha Plus Is Strengthened With All The Vitamins Needed For The Development Of Babies From Birth To 6 Months.

Made of a unique blend of best quality ingredients, it has a similar composition to breast milk with special nutritional requirements.

Contains omega 3 and 6 fatty acids (DHA, EPA, and ARA), iron and alpha-lactalbumin ensuring optimal growth.

This provides calories, proteins, vitamins, fats, and minerals needed for the physical development of healthy babies who breastfeeding is not possible.

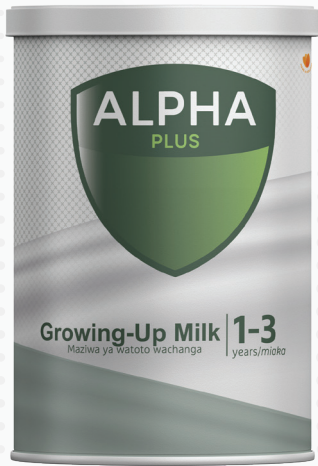


## Alpha Plus Infant Formula 2

Formulated To Meet All The Nutritional Needs Of Weaning Babies 6 Months And Older.

This is a closely controlled scientifically adapted formula of similar composition to that of breast milk. Its adapted as a follow-on milk allowing well tolerated switch over and minimal disturbance to the baby.

Enriched with vitamins, fibre, minerals, proteins and calories needed for healthy development of a baby.



### Alpha Plus Infant Formula 3

As The Child Develops Between 1 And 3 Years Of Age, Alpha Plus 3 Ensures Complete Nutrients For The Growing Child.

In years 1 - 3 during child's growth, the child's neuromuscular system matures and completes their dental and intestinal development permitting them to chew solid food. Amount of food becomes irregular and changes in eating pattern is experienced as the toddlers explores and in turn may lose interest in eating. Alpha Plus 3 Growing-Up Milk ensures the child receives complete nutrients and stimulates their appetite.

Alpha Plus 3 Growing-Up Milk is preferred to cow's milk as cow's milk is too rich in saturated fat, lacks iron and essential fatty acids and vitamins and iron deficiency in it is considered the main cause of malnutrition in children aged 1 - 3 years. Alpha Plus 3 Growing-Up Milk is adequate in DHA, AA, alpha-lactalbumin, iron, minerals with added fibre, zinc, calcium, vitamins B, D, A and C and three cups of Alpha Plus 3 Growing-Up Milk allows the child to experiment with solid food at the same time giving them the required nutritional requirements.



### Alpha Plus AR Infant Milk

This Is A Nourishing Substitute Formulated Specifically To Deal With Regurgitation Of Infants

Enriched with nucleotides helping reduce the risk of infant diarrhea and boost immunity. It provides all nutrients for babies of ages 0 - 12 needed for their healthy growth.

It contains locust bean gum and rice starch thickening the formula resulting in a decrease in the number of regurgitation occurrences.



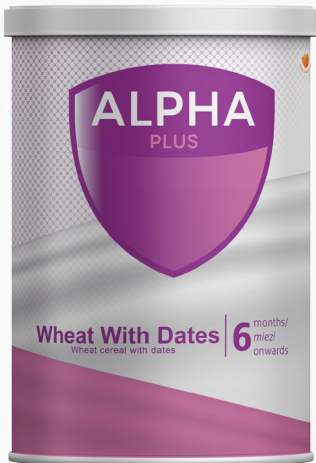
### Alpha Plus Lactose Free

A Nourishing Substitute Meeting All The Nutritional Needs Of The Baby From Birth Onwards

This lactose free infant milk supplies complete nutrition for infants suffering from diarrhea and congenital lactose intolerance.

While all quality adherence is ensured in its production, its an advanced formula containing nucleotides boosting immunity.

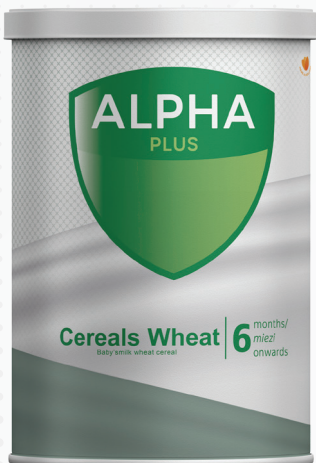
Enriched with DHA, AA, probiotics, oligosaccharides and nucleotides.



### Alpha Plus Cereal Wheat With Dates

A Great Way To Introduce Solid Foods During Weaning And Well Into Toddlerhood Is This Amazing Baby Meal.

This is a wide range of fortified baby cereals enriched with AA, DHA, prebiotics, vitamin, fibre, calcium and zinc to support the healthy growth of your child. Add milk or water to create a nutritious and creamy meal.



### Alpha Plus Cereal Wheat

This Easy To Digest Baby Cereal Wheat Are Enriched With Nutritional Elements To Support Healthy Growth Of Babies.

They contain vitamins, iron, DHA, AA, prebiotics, added fiber, zinc, calcium, to support the growth of your child. Simply add water or milk to create a creamy meal.





## Alpha Plus Optimum

Nutritional Supplement Through All Of Pregnancy, Post Natal And Breast Feeding.

Formulated for breastfeeding mothers, it provides a rich source of protein and calcium necessary for the health of the mother and baby.

Contains amino acids essential for foetus and infant's growth. Calcium composition is also vital for a healthy and strong skeletal structure for the baby and the mother.

Enriched in 26 essential minerals and vitamins and rich in sources of iron and vitamin B12 helping in the prevention of anaemia. Folic acid help in foetus growth at the onset of pregnancy while folic acid is essential for the development of the nerve tissue of the embryo.

Also contains GOS( galacto-oligosaccharides), a soluble fibre that stimulates the development of intestinal flora helping intestinal transit.







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