



Statement on Nutricia 'nutrimum'

March 2015

Nutricia 'nutrimum' (parent company Danone) was launched in the UK in February 2015 as a food supplement for pregnant and breastfeeding women. The vitamin and mineral supplement is incorporated into a granola or a cereal bar, with the same name and branding on both products as shown below.



Currently available through Boots Stores, company representatives have been approaching infant feeding coordinators and other NHS staff suggesting that these supplements are

*'designed to meet all the nutritional requirements for mum during pregnancy....and that neonatal nurses are particularly interested in Nutrimum for breastfeeding mums with babies in special care baby units'*¹

We believe these products undermine public health for the following reasons:

1. The product states that women should give up any other supplements when consuming these products.

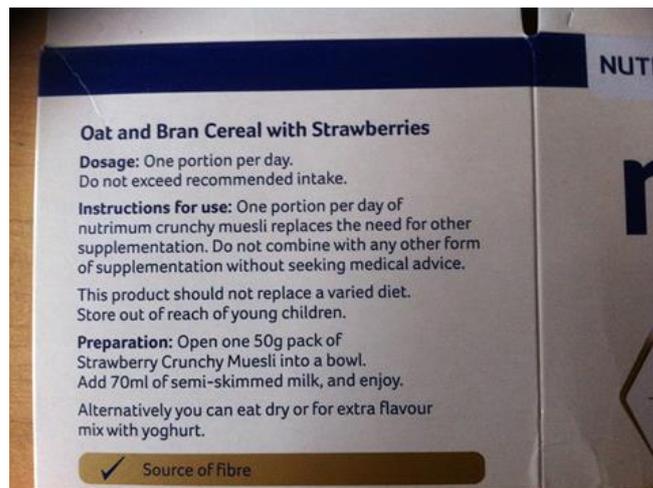
This undermines current public health guidance and the Healthy Start initiative.

Women (or relatives and friends of a women who is pregnant or breastfeeding) may buy the product instead of supplements recommended, or may give up supplementation recommended to

¹ Correspondence between industry representative and Infant Feeding coordinator in East Anglia, February 2015
First Steps Nutrition Trust. February 2015, page 1

her by a health care professional. She may however not continue with the product long term (potentially for reasons stated later about expense and taste) and not return to other supplements.

All women who are pregnant (or planning a pregnancy) are encouraged to take folic acid, and all pregnant women and breastfeeding women are recommended to take vitamin D and these supplements are available free to women on low incomes through the Healthy Start scheme (and in some areas of the UK with a current universal system) or can be purchased cheaply at pharmacies and supermarkets.



2. Using Nutrimum as a source of these supplements is expensive

	Cost per day
Nutrimum supplements via granola or cereal bar (excluding cost of milk with granola)	£1
Folic acid supplement (400µg) and vitamin D supplement (10µg) bought in a pharmacy or supermarket (own brand) for use during pregnancy	6.7p
Vitamin D supplement (10µg) alone for breastfeeding women	3.6p

The granola costs £20/kg and many of the nutrients highlighted would be present in any granola and milk due to the natural presence of these nutrients in these foods.

Good nutrition from food is perfectly possible for pregnant and breastfeeding mums and we show how nutrient requirements can be met through simple, cost effective menu choices in practical eating well resources. The money spent on these supplements could be more wisely used buying fresh and minimally processed foods for the household.

Practical photographic resources to support pregnant women, pregnant teenagers and new mums to eat well cost-effectively can be found at www.firststepsnutrition.org.

3. The products are high in sugar and are ultra-processed.

The granola has 17% of energy from added sugars and the cereal bars have 36% energy from added sugars. The main ingredient of the granola bars is glucose syrup.



4. There is no warning on the individual cereal sachets and granola bars that these supplements are not suitable for children.

There is a warning on the main packaging that the product 'should be stored out of the reach of young children' and that only one portion a day should be consumed. The actual packaging for the individual cereal bars and granola is plain gold with just the word 'nutrimum' and does not contain information on the product, who it is suitable for, or any nutritional information. This packaging should also make it clear that this product is not suitable for children and that only one bar or granola package should be consumed per day.



5. The products did not score well in a taste test

In a blind taste test with 5 mums, comparing these granola and cereal bars with 3 other types that are not supplemented, the 'nutrimum' products were ranked 'least pleasant' and as having 'an unpleasant aftertaste'²

If the product lacks palatability it may not be consistently taken as a supplement.

Our recommendation is that the first priority for health professionals supporting pregnant and breastfeeding women is to support current policy recommendations on vitamin supplementation.

Women and their families and friends should be discouraged from spending considerable sums of money on ultra-processed supplemental foods that offer no nutritional advantage to a healthy diet.

Advice on how to eat well in pregnancy, and as a new mum, can be found in the free First Steps Nutrition Trust publications available at www.firststepsnutrition.org.

² Research conducted by First Steps Nutrition Trust, February 2015