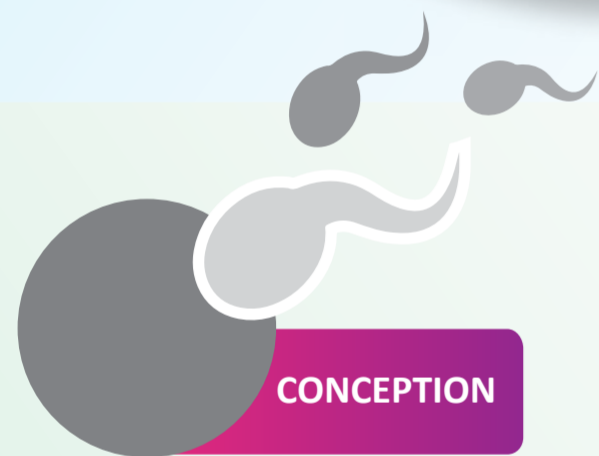




FOR MUM **FOR BABY**

WHAT GOES IN FROM CONCEPTION TO 2 YEARS

GOOD NUTRITION AT THE CENTER OF A CHILD'S BRAIN DEVELOPMENT



DETERMINES A CHILD'S FUTURE



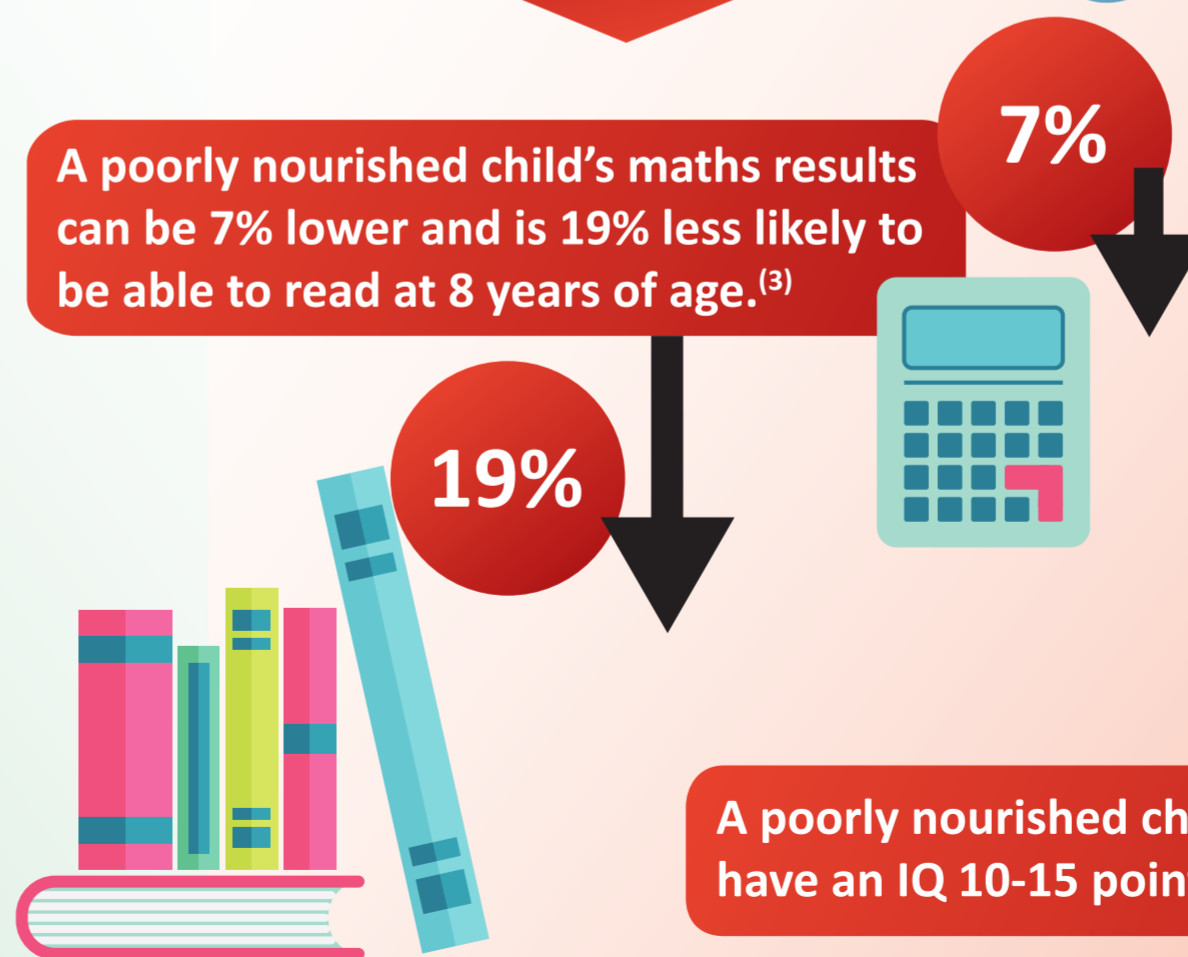
A well-nourished child will potentially earn 21% more as an adult.⁽¹⁾



A well-nourished child is 13% more likely to be in the correct grade at school.⁽²⁾



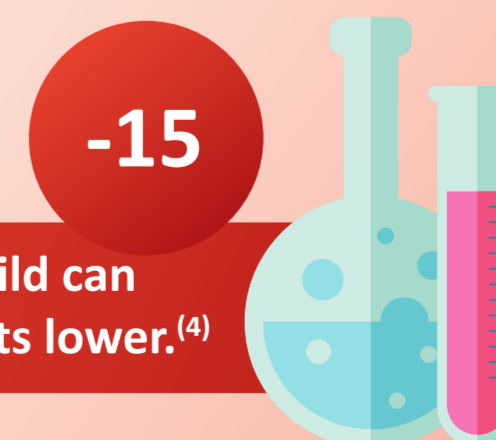
A poorly nourished child's maths results can be 7% lower and is 19% less likely to be able to read at 8 years of age.⁽³⁾



A poorly nourished child is up to 12x more likely to die in the first five years of life.⁽⁵⁾



A poorly nourished child can have an IQ 10-15 points lower.⁽⁴⁾



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⁽¹⁾McGregor, G.S. 2007. Lancet 369(9555): p.60-70

⁽²⁾⁽³⁾ Save the Children. 2013. Food for Thought

⁽⁴⁾ Horton, S. 1999. Asian Development Review, 17, p.246-73

⁽⁵⁾ McDonald, C. et al. 2013. American Journal of Clinical Nutrition, 97(4), p.896-901