

New name.  
Same formulation.

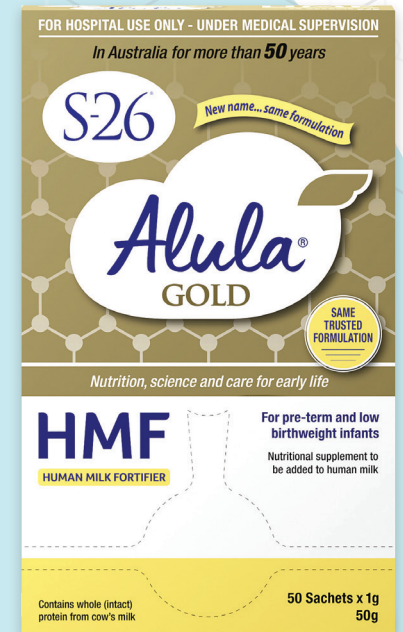
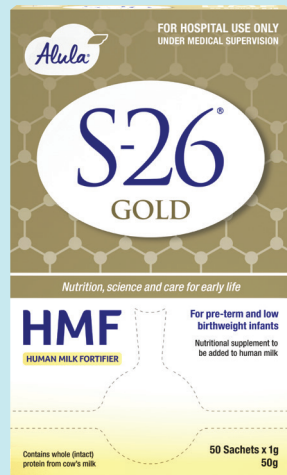
S-26 has changed  
its name to Alula.



For Healthcare professional use only. For Formula-fed infants.

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S-26

Alula®

# Guided by what's important...

We asked mums what they consider important – they told us that complete and balanced nutrition was their #1 priority.<sup>1\*</sup>

Providing nutritional support for the key areas of paediatric development and function#



GROWTH AND DEVELOPMENT



DIGESTION



BRAIN DEVELOPMENT



IMMUNITY



<sup>1</sup>In a 2016 Australian survey, 405 mums were asked to rank a series of statements that they considered important when purchasing infant formula.



# Alula S-26 Gold Newborn. Backed by nutritional science.



## 1. DIGESTION

- Sn-2 positioned palmitic acid (Sn-2 Fat) is the main saturated fatty acid found in breast milk.<sup>2-6</sup>
- Sn-2 Fat enriched infant formula may result in softer stools.<sup>4,6</sup>



## 2. GROWTH AND DEVELOPMENT

- Feeding infants a lower protein<sup>#</sup> formula during infancy may encourage appropriate weight gain, closer to breastfed infants during early childhood development up to 6 years.<sup>8,9</sup>
- Sn-2 Fat enriched infant formula is associated with increased bone mineral content.<sup>7†</sup>
- Alula S-26 Gold Newborn contains a lower-protein quantity of 1.28g/100mL.
- Alula S-26 Gold Newborn is enriched with Sn-2 Fat (0.33 g/100mL).



## 3. BRAIN DEVELOPMENT

- Mature breast milk naturally contains a mean concentration of approximately 0.32%\* DHA Omega 3 (by weight of total fatty acids).<sup>10</sup>
- Docohexaenoic acid (DHA) may help support brain development in the first 18 months of life.<sup>10-13</sup>
- The DHA content (min. 0.32%) of Alula S-26 Gold Newborn closely aligns with the average DHA content of mature breast milk\* and expert recommendations.<sup>10-12</sup>



## 4. IMMUNITY

- Nucleotides naturally found in breast milk may help support immunity.<sup>14,15</sup>
- Alula S-26 Gold Newborn contains nucleotides and zinc. Naturally found in breast milk, they may help support immunity.<sup>14-19</sup>

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**IMPORTANT STATEMENT:** Breastfeeding is best for babies. It has benefits for the infant, such as reducing infection risk, and for the mother. It is important to have a healthy balanced diet in preparation for, and during breastfeeding. Infant formula is designed to replace breast milk when an infant is not breastfed. Breastfeeding can be negatively affected by introducing partial bottle-feeding, and reversing a decision not to breastfeed is difficult. Infant formula must be prepared and used as directed. Unnecessary or improper use of infant formula, such as not properly boiling water or sterilising feeding equipment, may make your baby ill. Social and financial implications, including preparation time and the cost of formula, should be considered when selecting a method of infant feeding.

**REFERENCES:** 1. Market Research, March 2016, - Project Loco. Jigsaw, Sydney, Australia. 2. Bar-Yoseph et al. 2013. PLEFA, 89: 139-143. 3. Innis S, Adv Nutr 2011;2:275-283. 4. Kennedy et al. 1999. Am. J. Clin. Nutr., 70: 920-927. 5. Carnielli V, et al. J Pediatr Gastroenterol Nutr 1996;23:553-560. 6. Yao, M., et al., 2014. JPGN, 59: 440-448. 7. Beghin L, et al. Clin Nutr 2019;38:1023-1030. 8. Koletzko B, Am J Clin Nutr 2009;89:1836-45. 9. Weber et al. 2014. Am. J. Clin. Nutr., 99: 1041-1051. 10. Brenna, J. T., et al. 2007. AJCN, 85: 1457-1464. 11. European Food Safety Authority (EFSA), 2014, EFSA Journal, 12 (7): 3760, pp. 1-106. 12. Koletzko, B., et al 2008., J. Perinat. Med., 36, pp. 5-14. 13. Hoffman, D, et al. Prostaglandins Leukot Essent Fatty Acids 2009;81:151-158. 14. Hess, J. & Greenberg, N., 2012.; Am. Soc.Par. Ent. Nutr., 27 (2), pp. 281-294. 15. Yu, V., 2002, J. Paediatr. Child Health: 38, pp. 543-549. 16. Singhal, A., et al., 2008. AJCN, 87: 1785-1792. 17. Ackland, M. & Michalczyk, A., 2016, Archives of Biochemistry and Biophysics, 611, pp. 51-57. 18. Carver, J., 1999, Acta Paediatr Suppl: 430, pp. 83-8. 19. Aumeistere L., et al., 2018, Nutrients, 10 (1438), 1-9.

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