

# IS THIS ADEQUATELY CUSTOMISED FOR HER

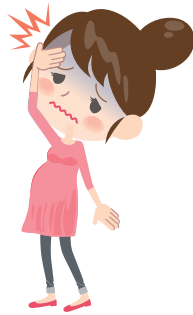
- Adequate Protein?
- Adequate DHA?
- Adequate Folic Acid?
- Adequate Calcium?
- Adequate Iron?



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# Poor maternal nutrition during pregnancy<sup>1</sup>



Poor pregnancy  
outcomes



Poor  
fetal outcomes



Poor infant health  
outcomes

Maternal undernutrition adversely affects the neuro development of the child and causes poor pregnancy outcomes<sup>2</sup>

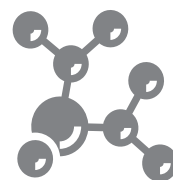
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## References

1. Cetin I, Laoreti A. The importance of maternal nutrition for health. Journal of Pediatric and Neonatal Individualized Medicine 2015;4(2):e040220.
2. Borge TC, Aase H, Brantsæter AL, Biele G. The importance of maternal diet quality during pregnancy on cognitive and behavioural outcomes in children: a systematic review and meta-analysis. BMJ Open. 2017;7(9):e016777.



# Increased need of protein and other micronutrients during pregnancy, requires special attention<sup>1</sup>



Protein requirement is  
increased by  
**50%**  
during pregnancy  
and lactation<sup>1</sup>



**Protein is  
important**  
for maintaining maternal  
tissues and fetal growth.<sup>2</sup>

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## References

1. National Institute of Nutrition. Dietary Guidelines for Indians -A Manual. Available from: <http://ninindia.org/DietaryGuidelinesforNINwebsite.pdf>. As accessed on 19/07/2018.
2. Marangoni F, Cetin I, Verduci E, et al. Maternal Diet and Nutrient Requirements in Pregnancy and Breastfeeding. An Italian Consensus Document. Nutrients. 2016;8(10):629.



# Increased need of **protein** and other **micronutrients** during pregnancy, requires special attention<sup>1</sup>



**Calcium** is beneficial for the formation of **bones** and **teeth** of infants.<sup>1</sup>



**DHA** is important for **brain** and **vision development** of fetus.<sup>2</sup>



**Folic acid** reduces the risk of birth anomalies and **increases birth weight**.<sup>1</sup>



**Iron** is beneficial for **brain** health and **immunity** of infants.<sup>1</sup>

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## References

1. National Institute of Nutrition. Dietary Guidelines for Indians -A Manual. Available from: <http://ninindia.org/DietaryGuidelinesforNINwebsite.pdf>. As accessed on 19/07/2018.
2. Marangoni F, Cetin I, Verduci E, et al. Maternal Diet and Nutrient Requirements in Pregnancy and Breastfeeding. An Italian Consensus Document. Nutrients. 2016;8(10):629.





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\* Mama Protinex, Chocolate (B.No: ZMCQ002124) contains 50% more protein as compared to Mothers Horlicks, Vanilla, B.No:30GA1G  
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