

Pfizer Launches New Advanced GOLD Range Of Early Child Nutrition Products

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New Global Survey Findings Reinforce Importance of Balanced Nutrition and Uncover Critical Need for Education

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[\(BUSINESS WIRE\)](#)--Pfizer Inc. today announced the global launch of its new advanced GOLD range of child nutrition products, developed to meet the changing nutritional and feeding needs of young children. The GOLD range of infant and follow-on formulas, and growing-up milks provides the right balance of high-quality nutrients needed to support ideal health, growth and development in growing children.

Globally, in 2010 around 43 million children under the age of five were overweight.¹ Proper nutrition means getting an optimal balance of nutrients; however too much of certain nutrients – even those that are important for a child's development – can negatively affect long-term health outcomes.

"We are focused on meeting the nutritional needs of the world's youngest populations. We recognize that this is an enormous responsibility and are committed to helping establish a critical nutritional foundation," said Amy Schulman, Business Unit Lead, Pfizer Nutrition. "By drawing upon Pfizer's innovative science core, we are now introducing the first of a series of clinically-based nutrition products that help provide the optimal nutrients for children."

Pfizer Nutrition's GOLD range of child nutrition products has been redesigned to reflect the latest recommendations from leading nutritional experts, including the American Academy of Pediatrics (AAP), the European Society for Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN), and the Food and Agriculture Organization of the United Nations (FAO).²

"Experts have identified several nutrients (vitamin A, vitamin D, iron, zinc and iodine) for which older infants and young children are at risk of consuming in lower than recommended amounts," said Patricia A. DeRusso, MD, chief medical officer, vice president, Pfizer Nutrition. "The GOLD range was specifically designed to provide older infants and young children with 100% of the U.S. Daily Reference Intakes of vitamin A, iron, iodine and zinc when fed as directed, and also to meet AAP-recommended levels of vitamin D. Further, the new GOLD range contains less protein to support healthier rates of growth, as well as fortification of the Second, Third and Fourth ages with oligofructose, a soluble fiber, to promote gut health."

In conjunction with its mission of developing nutritional products which deliver an optimal combination of nutrients carefully balanced to manage children's nutritional intake and optimize growth and health outcomes, Pfizer Nutrition sponsored the NOURISH (*KNOWledge, UndeRstanding & InsightS Into CHild Nutrition*) Survey, a global survey of 1,203 health care professionals (HCPs) in 12 countries. NOURISH was designed to

uncover perceptions and attitudes of pediatric and other HCPs toward early childhood nutrition, and to help identify the global need for professional education regarding the appropriate balance of nutrition for optimal growth and development of infants and young children.

Findings from the NOURISH Survey showed that nearly half (47 percent) of HCPs surveyed globally believe that most parents of children they see still do not fully understand the long-term impact of early nutrition.³ Despite regular dialogue with parents about an optimal balance of nutrients during their child's first five years of life, HCPs reported that when it comes to feeding and nutrition, fewer than one-fifth (17 percent) of parents are "very concerned" about ensuring their child is getting the right balance of nutrients that they need.³

Further, nearly three-quarters (72 percent) of HCPs believe it is possible for a child to have too much of certain nutrients,³ but less than half (43 percent) state that parents are "very" or "somewhat" concerned about over-nutrition.³ Recent research suggests an association between early nutrition and long-term obesity.^{4,5,6,7,8} Over-nutrition, or the over-consumption of certain foods or food components, may contribute to such chronic diseases as heart disease, stroke, diabetes and cancer.⁹

While current scientific consensus recognizes that a lean baby is a healthier baby, results from the NOURISH Survey revealed a lack of parents' understanding of this idea, according to HCPs. Globally, nearly half (44 percent) of HCPs surveyed say parents do not understand "very well" or "at all".³

Globally, a significant majority of HCPs assess their patients' growth according to standardized growth charts.³ One-third (33 percent) of HCPs consider these Growth Standards the most influential factor when determining an appropriate feeding regimen.³

About The NOURISH Survey

To better understand perceptions and attitudes towards infant nutrition, Braun Research, Inc. (BRI) conducted a global survey, via telephone and face-to-face interview, of health care professionals (HCPs) on behalf of Pfizer Nutrition. A total of 1,203 HCPs were surveyed between September and November, 2010. Results were based on responses from 100 HCPs in each of 12 different countries, including Australia, China, Egypt, Greece, Indonesia, Ireland, Mexico, the Philippines, Saudi Arabia, Thailand, United Kingdom and Venezuela. Of the HCPs surveyed, a minimum of 35% of their patients are children aged 0-5 years. HCPs were defined to include general practitioners (17%), pediatricians (57%), pediatric nurses (13%), nurse practitioners (10%), other (3%). Globally, the survey has a margin of error of +/- 2.83% at a 95% confidence level. Additional background can be found at www.NOURISHsurvey.com.

About Pfizer Nutrition

Pfizer Nutrition, formerly Wyeth Nutrition, is part of Pfizer Inc. Pfizer Nutrition supports the company's mission to improve health and well-being at every stage of life, bringing breadth and depth of consumer and scientific insight to new populations and new markets around the world. Pfizer Nutrition brings together almost a century of experience in which the company has leveraged clinical rigor, scientific research, world class manufacturing and product safety standards to drive scientifically sound solutions that offer parents confidence, help nourish children and support their healthy futures. We develop premium-quality nutritional products that are scientifically-designed to meet the needs of infants and young children, as well as pregnant and lactating mothers.

Pfizer Inc.: Working Together for a Healthier World™

At Pfizer (NYSE: PFE), we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

Breast milk is best for babies. Good maternal nutrition is important for preparation and maintenance of breast-feeding. Introducing partial bottle-feeding could negatively affect breast-feeding and reversing a decision not to breast-feed is difficult. Professional advice should be followed on infant feeding. Infant formula should be prepared and used as directed. Unnecessary or improper use of infant formula may present a health hazard. Social and financial implications should be considered when selecting a method of infant feeding.

REFERENCES

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