

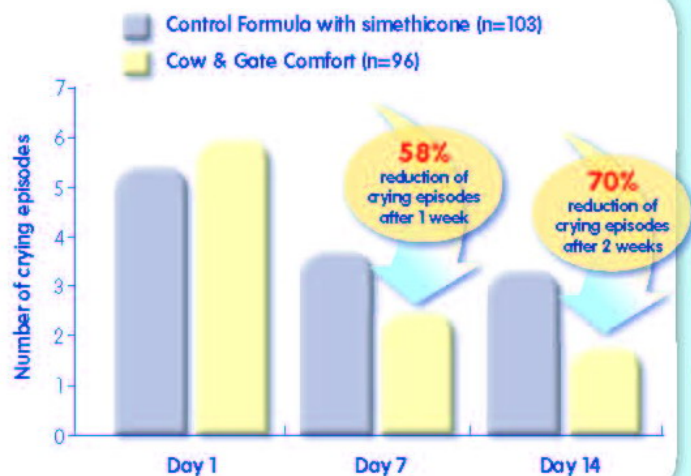


Cow&Gate Comfort First infant milk from birth is a thicker feed designed for the dietary management of colic and constipation and helps to settle a bottlefed baby. It is a breastmilk substitute suitable from birth until 12 months. It is suitable for babies experiencing minor feeding problems such as colic, constipation and possetting. Cow&Gate Comfort First Infant Milk contains partially hydrolysed protein, structured vegetable oil and Prebiotic Oligosaccharides clinically proven to reduce chest infections, ear infections, antibiotic use and eczema^{1,2}. Cow&Gate Comfort First infant milk is available in 900g Eazypack powder.

1

Cow & Gate Comfort reduces symptoms of colic⁴

Cow & Gate Comfort is clinically proven to reduce the number of crying episodes in colicky bottlefed babies in comparison to a standard formula with simethicone (infacol) added.⁴



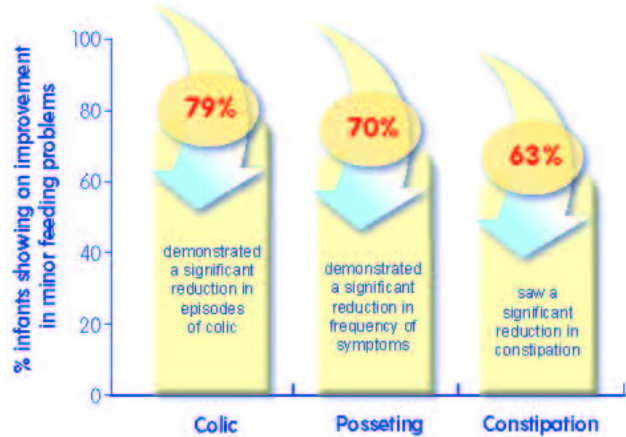
2

95% of paediatricians agree that Cow & Gate Comfort significantly relieves symptoms of colic⁵

Cow & Gate Comfort clinically proven to reduce symptoms of:

- ✓ Colic
- ✓ Possetting
- ✓ Constipation in bottlefed babies

This large study showed positive results in over 600 babies.



4

References

1. Arslanoglu S et al. J Nutr 2007; 137: 2420-2424.
2. Arslanoglu S et al. J Nutr 2008; 138(6): 1091-5.
3. Savino et al. Reduction of crying episodes owing to infantile colic: a randomised controlled study on the efficacy of a new formula. *European J Clin Nut* 2006; 1-7 5.
4. Savino et al. minor feeding problems in the first months of life: effect of partially hydrolysed milk formula

containing galacto-oligosaccharides and fructo-oligosaccharides. *Acta Paediatrica Suppl* 2003; 441: 86-90.