

THE FIRST 1,000 DAYS COUNT: HOW MICRONUTRIENTS UNLOCK A FULL HUMAN POTENTIAL



MICRONUTRIENTS ARE...



...VITAMINS AND MINERALS ESSENTIAL FOR GOOD HEALTH AND OPTIMAL NUTRITION.



...ONLY NEEDED IN SMALL AMOUNTS, BUT MAKE A BIG DIFFERENCE.⁶



...IMPORTANT FOR FAR-REACHING IMPACTS ON PUBLIC HEALTH.

THIS IS HOW MICRONUTRIENTS HAVE POSITIVE ECHOES DURING LIFE AND FOR NEXT GENERATIONS

DURING THE FIRST 1,000 DAYS

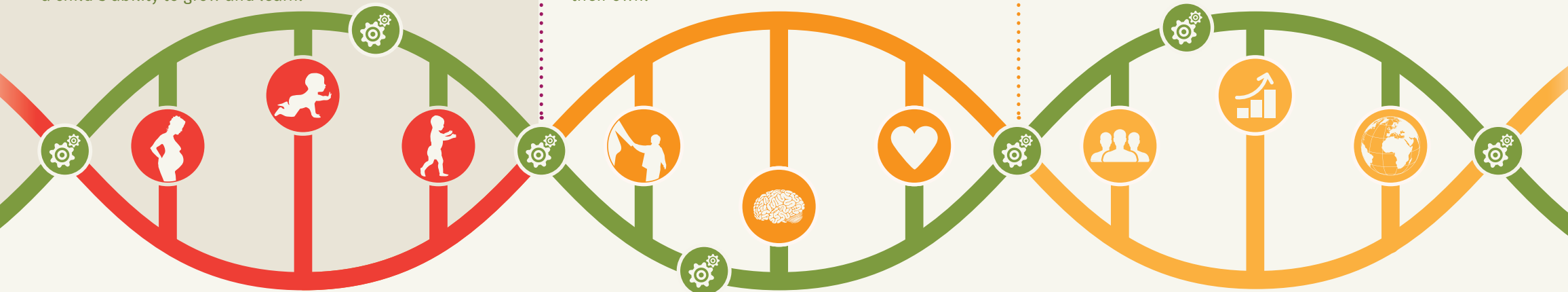
The 1,000 days between a woman's pregnancy and her child's 2nd birthday offer a unique window of opportunity to shape healthier and more prosperous futures. The right nutrition during this 1,000 day window can have a profound impact on a child's ability to grow and learn.^{2, 3, 4}

CHILDREN

Children who get the right nutrition in their first 1,000 days have stronger physical and mental development, are 10x more likely to overcome life-threatening childhood diseases and have healthier families of their own.^{2, 3}

ADULTS AND NEXT GENERATIONS

Adults with healthy nutritional intake are more productive, have a better chance to escape poverty and have lower healthcare costs.¹



THE BODY PRIORITIZES THE USE OF SCARCE MICRONUTRIENTS WHEN DEFICIENT. MICRONUTRIENTS ARE RESERVED FOR SHORT-TERM SURVIVAL AND REPRODUCTION, AT THE EXPENSE OF LONG-TERM HEALTH.⁵



THREE SIMPLE STEPS TO A HEALTHY NUTRITION...



A HEALTHY DIET



FORTIFIED FOODS



VITAMIN SUPPLEMENTS

For more information please visit www.dsm.com

References: 1. Hoddinott J, et al 'Adult consequences of growth failure in early childhood'; American Society for Nutrition, 2013. / 2. Bhutta ZA, Das JK, Rizvi A, et al 'Evidence-based interventions for improvement of maternal and child nutrition: what can be done and at what cost?'; Lancet, 2013. 3. Christian P, Lee SE, Donahue Angel M, et al 'Risk of childhood undernutrition related to small-for-gestational age and preterm birth in low- and middle-income countries'; Int J Epidemiol., 2013. www.thousanddays.org / 4. www.thousanddays.org / 5. Triage theory published by Bruce Ames, 2006, 2009. / 6. http://ods.od.nih.gov/Health_Information/Dietary_Reference_Intakes.aspx.

