



## HIPP Powder: Nutritionally balanced food supplement for kids

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### ABSTRACT

Nutrition for kids is based on the same principles as nutrition for adults. Everyone needs the same types of nutrients — such as vitamins, minerals, carbohydrates, protein and fat. What's different about nutrition for kids, however, is the amount of specific nutrients needed at different ages. HIPP, A High Immune Nutrition Powder is a Nutritionally balanced food supplement for Healthy immune system ,Strong bones ,Strong tooth ,Good vision & Healthy skin of your kids with advantage of DHA for healthy development of brain ,l-carnitine ,Vitamins: vitA,B1,B2,B6,B12,vit C,vit D,vit E,vit k & Minerals: mg,k,cl,zn,mn,cu,P,Na,I which helps for the normal function of the body,brain & tissue metabolism, supports muscle & tissue repair,manages Malnutrition & other medical conditions.

**Keywords:** Malnutrition, good nutrition, Nutrition for kids, HIPP

### INTRODUCTION

Good nutrition is essential for the growth and development that occurs during an infant's first year of life. When developing infants are fed the appropriate types and amounts of foods, their health is promoted. Positive and supportive feeding attitudes and techniques demonstrated by the caregiver help infants develop healthy attitudes toward foods, themselves, and others.

Throughout the first year, many physiological changes occur that allow infants to consume foods of varying composition and texture. As an infant's mouth, tongue, and digestive tract mature, the infant shifts from being able to only suckle, swallow, and take in liquid foods, such as breast milk or infant formula, to being able to chew and receive a wide variety of complementary foods.

At the same time, infants progress from needing to be fed to feeding themselves. As infants mature, their food and feeding patterns must continually change. For proper growth and development, an infant must obtain an adequate amount of essential nutrients by consuming appropriate quantities and types of foods. During infancy, a period of rapid growth, nutrient requirements per pound of body weight are proportionally higher than at any other time in the life cycle.

The World Health Organization's (WHO) expert report on energy and protein requirements states: The energy requirement of an individual is a level of energy intake from food that will balance energy expenditure when the individual has a body size and composition and level of physical activity, consistent with long-term good health; and that would allow for the maintenance of economically necessary and socially desirable physical activity. In

children the energy requirement includes the energy needs associated with the deposition of tissues at rates consistent with good health.

A general indicator of whether an infant is consuming an adequate number of kilocalories per day is the infant's growth rate in length, weight, and head circumference. However, physical growth is a complex process that can be influenced by size and gestational age at birth, environmental and genetic factors, and medical conditions, in addition to dietary intake.

In general, most healthy infants double their birth weight by 6 months of age and triple it by 12 months of age. However, keep in mind that there are normal differences in growth between healthy breastfed and formula-fed infants during the first year of life. After 3 months of age, the rate of weight gain in the breastfed infant may be lower than that of formula-fed infants.

Carbohydrates are necessary in the infant's diet because they supply energy for growth, body functions, and activity; Allow protein in the diet to be used efficiently for building new tissue. Allow for the normal use of fats in the body and provide the building blocks for some essential body compounds.

Carbohydrates serve as primary sources of energy to fuel bodily activities while protein and fat are needed for other essential functions in the body, such as building and repairing tissues.

### Nutrition for kids: Guidelines for a healthy diet

Nutrition for kids is based on the same principles as nutrition for adults. Everyone needs the same types of

nutrients — such as vitamins, minerals, carbohydrates, protein and fat. What's different about nutrition for kids, however, is the amount of specific nutrients needed at different ages.

Consider these nutrient-dense foods:

- **Protein.** Choose seafood, lean meat and poultry, eggs, beans, peas, soy products, and unsalted nuts and seeds.
- **Fruits.** Encourage your child to eat a variety of fresh, canned, frozen or dried fruits — rather than fruit

juice. If your child drinks juice, make sure it's 100 percent juice.

- **Vegetables.** Serve a variety of fresh, canned or frozen vegetables — especially dark green, red and orange vegetables, beans and peas.
- **Grains.** Choose whole grains, such as whole-wheat bread, oatmeal, popcorn, quinoa, or brown or wild rice.

Dairy. Encourage your child to eat and drink fat-free or low-fat dairy products, such as milk, yogurt, cheese or fortified

Ages 2 to 3: Daily guidelines	
Calories	1,000-1,400, depending on growth and activity level
Protein	2-4 ounces
Fruits	1-1.5 cups
Vegetables	1-1.5 cups
Grains	3-5 ounces
Dairy	2-2.5 cups
Ages 4 to 8: Daily guidelines	
Calories	1,200-2,000, depending on growth and activity level
Protein	3-5.5 ounces
Fruits	1-2 cups
Vegetables	1.5-2.5 cups
Grains	4-6 ounces
Dairy	2.5-3 cups
Ages 9 to 13: Daily guidelines	
Calories	1,600-2,600, depending on growth and activity level
Protein	5-6.5 ounces
Fruits	1.5-2 cups
Vegetables	2-3.5 cups
Grains	5-9 ounces
Dairy	3 cups

**Source; National institute of nutrition**

### What is Malnutrition in kids?

Malnutrition refers to insufficient, excessive, or imbalanced consumption of nutrients. In developed countries, the diseases of malnutrition are most often associated with nutritional imbalances or excessive consumption. Although

there are more people in the world who are malnourished due to excessive consumption, according to the United Nations World Health Organization, the real challenge in developing nations today, more than starvation, is combating insufficient nutrition — the lack of nutrients necessary for the growth and maintenance of vital functions.

### Illnesses caused by Deficiency of nutrient consumption

Nutrients	Deficiency
Energy	starvation, marasmus
Simple carbohydrates	None
Complex carbohydrates	None
Saturated fat	low sex hormone levels
Trans fat	None
Unsaturated fat	None
Fat	malabsorption of fat-soluble vitamins, rabbit starvation (if protein intake is high), during development: stunted brain development and reduced brain weight.
Omega-3 fats	cardiovascular disease
Omega-6 fats	None
Cholesterol	during development: deficiencies in myelination of the brain.
Protein	kwashiorkor
Sodium	hyponatremia
Iron	anemia

Iodine	goiter, hypothyroidism
Vitamin A	xerophthalmia and night blindness, low testosterone levels
Vitamin B <sub>1</sub>	beriberi
Vitamin B <sub>2</sub>	cracking of skin and corneal unclaration
Niacin	pellagra
Vitamin B <sub>12</sub>	pernicious anemia
Vitamin C	scurvy
Vitamin D	rickets
Vitamin E	nervous disorders
Vitamin K	hemorrhage
Calcium	osteoporosis, tetany, carpopedal spasm, laryngospasm, cardiac arrhythmias
Magnesium	Hypertension
Potassium	hypokalemia, cardiac arrhythmias

## What is HIPP

HIPP, A High Immune Nutrition Powder is a Nutritionally balanced food supplement for Healthy immune system ,Strong bones , Strong tooth ,Good vision & Healthy skin of your kids with advantage of DHA for healthy development of brain ,l-carnitine , Vitamins: vitA,B1,B2,B6,B12,vitC,vitD,vitE,vitK & Minerals: mg,k,cl,zn,mn,cu,P,Na,I which helps for the normal function of the body,brain & tissue metabolism, supports muscle & tissue repair,manages Malnutrition & other medical conditions

## What are the Advantages of HIPP?

HIPP,Nutritional Shake with DHA contains-

- Protein for the buildup of muscles and body tissues.
- L-Carnitine,DHA,Inositol for the build up of healthy Body,mind &vision.
- Pre-probiotics for healthy digestive system health
- Potent Antioxidants (vitamin A,C,E,) that helps to prevent metabolic disorders.
- B-complex factors & Folic Acid) helps to maintain Healthy nervous system & Digestion .
- Minerals helps to maintain healthy hair, nailsandskin, maintain fluid balance, Promoting healthy blood, supporting mineral absorption.
- Vitamin D: Necessary for retaining bone density and for maintaining body immunity.
- Biotin:Aids in conversion of fatty acids and glucose in the fuel for the energy

## Composition of HIPP

Nutritionally Balanced Food Supplement Specially formulated for the management of Malnutrition and other Medical Conditions with Increased Nutritional Needs in children that can not be met through diet modification only.  
Not intended for infants under two years of age unless specified by the physician.

Nutritional Facts (approx. Composition)	Per serving 21 Gms.
Serving Size	100 ml
Calories	98 K.Cal.
Protein	3 Gms.
Carbohydrates	11 Gms.
Fat	4.5 Gms.
Fibre	0.5 Gms.

**Vitamins :**  
Vit A - 3.5 I.U., Vit D - 50 I.U., Vit E - 2.25 I.U., Vit K - 4 mcg., Vit C - 10 mg., Vit B<sub>1</sub> - 0.27 mg., Vit B<sub>2</sub> - 0.21 mg., Vit B<sub>6</sub> - 0.26 mg., Vit B<sub>12</sub> - 0.5 mcg., Niacin - 1.5 mg., Folic Acid - 8 mcg., Pantothenic Acid - 0.4 mg., Biotin - 30 mcg., Choline - 30 mg., Taurine - 80 mg., Inositol - 5.5 mg.,

**Minerals :**  
Phosphorous - 80 mg., Magnesium - 10 mg., Sodium - 30 mg., Potassium - 130 mg., Chloride - 80 mg., Zinc - 1 mg., Copper - 0.1 mg., Manganese - 0.24 mg., Iodine - 10 mg.

**Fatty acids & other ingredients :**  
EPA, DHA, L-Carnitine, Medium chain & triglycerides.

Mfg. in India by :  
**Dakshin Laboratories**  
62/A/1, IDA Mallapur, Hyderabad.

# HiPP

Nutritionally balanced food supplement

Chocolate

CHILD PROTEIN With DHA L-Carnitine

**Ingredients :** Partially Skimmed Milk Powder, Sugar, Calcium Caseinate, Edible Gum, Whey Protein Concentrate, Minerals, Choline Bitartrate, Soya Lecithin, Vitamins, Taurine, M-Inositol, Malted Barley, Malt Extract, Malto Dextrin and added flavours.

**Hipp :** Unique scientific combination - essential for mental and physical development.

**Hipp :** Helps for the healthy immune system, strong bones, strong tooth, good vision & healthy skin.

**Direction for use :** Take two heap spoons (15gms) with milk or water to make a cup (200 ml) Add cold milk for a chilled drink.

**Best before 18 months from the Mfg. Date.** Keep the Bottle airtight, away from moisture.

Mfg. Lic. No.: 1857/RRD/DIM/01-02  
Batch No. :  
चान संख्या :  
Mfg. Date :  
उत्पाद तिथि :  
MRP Rs. :  
अधिकतम खुदरा मूल्य :  
(Inclusive of all Taxes)  
(सभी कर सहित)

Under Technical Guidance from :  
**LACTONOVA (II)**  
7-16, Street No.8, Habsiguda, Hyderabad-7.

200g

## Benefits of HIPP for kids

HIPP is High Immune Nutrition Powder is a Nutritionally balanced food supplement for Healthy immune system , Strong bones , Strong tooth ,Good vision & Healthy skin of your kids. pediatricians recommended, HIPP is complete

balanced nutrition with added fiber to help your kids grow. Use it as part of a healthy diet.

- 23 essential vitamins and minerals
- DHA omega-3 for brain and eye health
- Pre-probiotics for digestive system health
- Antioxidants to support the immune system

## Suggested Use

- ☐ Two table spoon (15 gms) with milk or water

## Benefits in

HIPP is High Immune Nutrition Powder is a Nutritionally balanced food supplement for Kids from 2-12 yrs of age for-

- ☐ Healthy immune system
- ☐ Strong bones
- ☐ Strong tooth
- ☐ Good vision
- ☐ Healthy skin
- ☐ Healthy Hairs
- ☐ Healthy brain
- ☐ Manages Malnutrition

## Available PACK size

- ☐ 200 gm tin pack

## Storage

Store in a cool, dry place, protected from light.

## REFERENCES

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## CONCLUSION

Nutrition describes the processes by which all of the food a person eats are taken in and the nutrients that the body needs are absorbed. Good nutrition can help prevent disease and promote health.

Carbohydrate, Protein, Vitamins and minerals are an important part of nutrition. Vitamins are organic substances present in food. They are required by the body in small amounts to regulate metabolism and to maintain normal growth and functioning.

Minerals are vital because they are the building blocks that make up the muscles, tissues, and bones. They also are important to many life-supporting systems, such as hormones, transport of oxygen, and enzyme systems.

A good nutrition plan will ensure that a balance of food groups, and the nutrients supplied by each group, is eaten. A poor diet may have an injurious impact on health, causing nutrition deficiency diseases such as scurvy and kwashiorkor. Health-threatening conditions like obesity and metabolic syndrome and such common chronic systemic diseases.