Nutrico is a new premium Australian made and owned infant formula, made with milk from the clean, green pastures of Victoria.

Craig Ford, Nutrico’s managing director, said Nutrico formula was developed to provide an option for parents seeking a high quality formula that provides optimum nutrition with no added non-milk sugars.

“The Nutrico infant formula range includes nutrients that have been clinically proven to provide the nutrition necessary for healthy infants and toddlers. We have also excluded artificial sweeteners and non-milk sugars, which contribute to tooth decay.

“Unfortunately, almost half of Australian children have tooth decay by age six and it is increasingly recognised that food producers need to reduce the hidden sugars that are found in so many foods.

“We are happy to provide an Australian made option to parents that includes important nutrients and leaves out harmful ingredients that young babies really don’t need,” Mr Ford said.

Nutrico includes the prebiotics FOS and GOS, together with DHA (Omega 3) in each of its three stages of formula. These nutrients have been shown in clinical trials to be beneficial to the development of infants and toddlers, but are often excluded in infant formula.

Nutrico’s carbohydrate source is lactose, a naturally occurring milk sugar. Milk sugar is the least likely to cause caries (tooth decay and cavities) when compared to other sugars[1]. Many other infant formulas contain cheaper artificial sugars such as maltodextrin and corn syrup solids, which have been found to be positively associated with high levels of tooth decay[2].

Nutrico has also adopted the latest anti-counterfeit technology. Each tin of Nutrico formula has a unique QR code on its base. Scanning the QR code with a smartphone provides purchasers with an instant check providing complete manufacturing and traceability details. Nutrico also features tamper-proof packaging and a scoop built into the lid, ensuring a secure, convenient and hygienic user experience.

Graham Moran, national business manager of Grocery Industries Australia, which supplies to more than 1,200 independent grocery stores throughout Australia, said they are very excited to be associated with Nutrico.

“We have been looking for an infant formula range and Nutrico ticks all the boxes for us including being Australian made and owned, free from artificial sweeteners, colours and flavours, and of the highest nutritional quality. We are confident Nutrico will be supported by shoppers seeking the best nutrition for their little ones.”

Supporting Material:

Nutrico includes the following key nutrients in each of its 3 stages:

FOS and GOS: prebiotics which stimulate the growth of intestinal microflora[3], improves stool consistency[4], and reduces constipation. The combination of FOS and GOS results in a similar effect on metabolic activity of intestinal microflora as in breast-fed infants[5]. DHA: Omega 3 are long-chain polyunsaturated fatty acids found in fat in breastmilk. They play an important role in neural development and the structure and function of neural tissues, most notably the retina and brain[6].

The first two stages of Nutrico include nucleotides which improve the immune system by enhancing H influenza type b and diphtheria humoral antibody responses[7]. The American Academy of Paediatrics found that nucleotide supplementation leads to increased weight gain and head growth
There is a wealth of evidence to show that sugars are the most important dietary factor contributing to dental caries[9]. Dental caries is a major oral health problem, affecting 48.7% of 5-6 year olds in Australia[10].

Lactose is a milk sugar and is the least cariogenic (producing or promoting the development of tooth decay) of all mono- and disaccharides (sugars)[11]. Non-milk extrinsic sugars (NMES) commonly found in infant formulas include corn syrup solids and maltodextrin. Maltodextrin is an artificial sweetener found in many toddler formulas. It is commonly used in the production of soft drinks and confectionary. When incorporated into the diet, maltodextrin and glucose syrups were associated with high levels of dental caries[12].

Infant formulas containing only non-milk extrinsic sugars and those containing lactose with non-milk extrinsic sugars were found to be significantly more cariogenic than formulas containing only lactose[13].

Nutrico is proud to be associated with Australian distributor Grocery Industries Australia, and Shenzhen Tongyuanli Trade Development Co., Limited, which is Nutrico’s exclusive distributor in China, Hong Kong, Taiwan and Macau.

Nutrico formula is available in 900g tins from selected pharmacies, supermarkets and online. The RRP for Stage 1 Optimum Infant Formula, Stage 2 Optimum Follow-on Formula and Stage 3 Optimum Toddler Formula is $24.95.

Retailers interested in stocking Nutrico can visit: www.groceryaust.com.au
For stockists and other information visit: www.nutrico.com.au

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