

Only 1 in 20 Australian children eat the recommended number of servings of fruit and vegetables¹.



Grow Up Kids Superfood

All-in-one daily superfood powder with essential vitamins from organic wholefoods

- Certified Organic ✓
- Pre & Probiotics ✓
- 100% Plant-Based ✓
- Scientifically Formulated ✓



SUITABLE FOR CHILDREN WHO

- Are fussy with food
- Don't get enough fruit and veg
- Are often tired and unwell
- Have poor quality sleep

PROVIDES

- A boost of B vitamins for energy production
- Calcium and vitamin D for strong bones
- Vitamins A, C, and D to support a healthy immune system
- Prebiotics and probiotics to support gut health

DOSAGE

1/2-1 teaspoon (2-4g) per day, depending on diet quality

DIRECTIONS FOR USE

Mix 1/2 - 1 teaspoon (2-4g) per 200 ml of liquid. The flavour profile has been optimised for addition to dairy milk, or a non-dairy alternative, such as soy or almond milk.

Vegan, soy-free, dairy-free, non-GM, raw, gluten-free

FORMULATION

- Activated Nutrients Certified Organic Superfood Blend, featuring antioxidant rich pomegranate, acai berry, and blueberry juices
- Inulin, a prebiotic fibre
- Sprouted and bio-fermented pea protein isolate
- AlgaeCal, an algal-derived calcium supplement
- Natural flavours
- Thaumatin, a naturally-derived sweetener from a West African fruit
- 2 billion cfu *Lactobacillus rhamnosus LR-32* and *Bifidobacterium longum BI-05*

CONTAINS NUTRIENTS TO SUPPORT

- Normal growth and development
- Immune system function
- Energy release from food
- Energy metabolism
- Protein metabolism
- Iron transport and metabolism
- Normal teeth and bones
- Nerve and muscle function
- Reduction of tiredness and fatigue
- Cellular protection from free radical damage
- Cellular protection against oxidative stress
- Collagen formation for healthy skin
- Energy production
- Red blood cell formation
- Normal cell division
- Blood coagulation

VIT/MIN

- Ca, C, D, E, Mg, B1, B2, B5, B6
- B6, C, D
- B2
- B6, C, Ca, Mg
- B6
- B2, B6
- Ca, Mg, D
- Ca, Mg
- B2, B5, B6, C
- C, E
- B2
- C
- B1, B5
- B6
- Ca, D
- Ca

PREBIOTICS

Grow Up - Kid's Superfood contains inulin, a prebiotic fibre naturally found in a range of plant foods including chicory, garlic, and onion. Prebiotic fibres resist digestion in the small intestine and are selectively fermented by beneficial bacteria in the colon, producing the short-chain fatty acids (SCFAs) butyrate, acetate and propionate². Butyrate is an important energy source for the colonic epithelial cells, and has been shown to play an important role in maintaining the health of the colon².

PROBIOTICS

Probiotics refers to microorganisms associated with beneficial effects in humans, which contribute to maintaining intestinal microbial balance³. Both lactobacilli and bifidobacteria have been extensively-studied for their role in maintaining the health and normal functioning of the gastrointestinal tract, including inhibition of the growth of harmful bacteria, stimulation of the immune system, and aiding the digestion and absorption of nutrients⁴. Grow Up - Kid's Superfood powder contains 2 billion CFU *Lactobacillus rhamnosus* LR-32 and *Bifidobacterium longum* BI-05 per 8g (2 tsp) serve.

PREMIUM, WHOLEFOOD SOURCE OF NON-SYNTHETIC VITAMINS AT SIGNIFICANT LEVELS

	Per 4g serve*	PER 100G	%RDI/AI 1-3 YEARS	%RDI/AI 4-8 YEARS
Vitamin C	68.7mg	1717mg	196%	196%
Vitamin D	0.5mcg	12.5mcg	10%	10%
Vitamin E	0.7mg	17.1mg	14%	12%
Thiamin (B1)	0.3mg	6.3mg	60%	50%
Riboflavin (B2)	0.3mg	6.3mg	60%	50%
Pantothenate (B5)	0.6mg	15.2mg	17%	15%
Pyridoxine (B6)	0.5mg	12.7mg	100%	83%
Magnesium	9.5mg	237mg	12%	7%
Calcium	80.5mg	2g	16%	12%
Probiotics	2 billion CFU	-	-	-

*4g of Superfood can roughly be measured with 1tsp

TOP UP HELPS TO BRIDGE THE NUTRITIONAL GAP CREATED BY POOR DIETARY CHOICES.

A RANGE FOR THE WHOLE FAMILY



PACKS 20 PREMIUM WHOLEFOODS IN EVERY TEASPOON

Grow Up is delicious mixed with your child's favourite milk! Simply stir in 1/2 - 1 teaspoon (2-4g) of Grow Up per 200 ml of liquid. Grow Up is also great sprinkled in a smoothie or mixed with chilled water.



REFERENCES

1. Australian Bureau of Statistics. National Health Survey 2014-15: first results. Canberra: ABS; 2015. 51 p. ABS Catalogue No.: 4364.0.55.001
2. Hamer HM, Jonkers D, Venema K, Vanhoutvin S, Troost FJ, Brummer R-J. Review article: the role of butyrate on colonic function. *Aliment Pharmacol Ther.* 2008 Jan 1;27(2):104-19.
3. Markowiak P, Śliżewska K. Effects of probiotics, prebiotics, and synbiotics on human health. *Nutrients.* 2017 Sep 15;9(9):1021.
4. Gibson GR, Roberfroid MB. Dietary modulation of the human colonic microbiota: introducing the concept of prebiotics. *J Nutr.* 1995;125(6):1401-1412.