



CHURCH WORLD SERVICE

FACTS: HEINZ VITALITA™ MULTIVITAMIN AND MINERAL SUPPLEMENT

• Heinz Vitalita™ [*Phonetic pronunciation: "Veet-ah-leet-ah"*] is a multivitamin and mineral supplement promoted by the Heinz Company Foundation appropriately formulated to meet the dietary needs of Indonesian infants six months of age and older and children up to age six.

* Each Vitalita sachet (single dose packet) includes 14 essential vitamins and minerals to help develop healthy children:

Vitamin A	Folic Acid
Vitamin B1	Niacin
Vitamin B2	Copper
Vitamin B6	Iodine
Vitamin B12	Iron
Vitamin C	Zinc
Vitamin D3	
Vitamin E	

• The iron is encapsulated in a soy-lipid that prevents it from changing the taste or smell of the food. Vitalita Sprinkles are *halal* (Arabic; English translation: foods that are permissible according to Islamic law)

• **Benefits:** Along with good childcare, healthcare and nutrition, regular use of Vitalita can help:

- Prevent iron deficiency anemia
- Improve the body's immune system
- Improve a child's appetite
- Improve a child's energy metabolism
- Improve a child's ability to learn and develop

• **Indications:** Breast milk is best food for babies until they are six months old. After six months of age, even with a good diet, children still need fortified foods to meet the demands of their rapid growth and development. Vitalita is used to support the growth and development of children six months to five years of age.

• **Use:** Mothers or caregivers are instructed to give a child being treated one Vitalita sachet each day, by adding the Vitalita powder and mixing it gently in ready to eat solid food such as rice with side dishes, porridge and fruits.

• **Distribution:** Heinz Vitalita™ multivitamin and mineral sachets are distributed in Indonesia by non-governmental organizations such as Church World Service and Helen Keller International, through Indonesian government-supported health centers and health posts (*posyandu*) at no cost to the recipients, and as needs are indicated in each child's health records.

• **Manufacture:** Vitalita is manufactured for Heinz at a third-party production facility. Employees at Heinz ABC Indonesia are responsible for overseeing development at the production site, for quality control, and for ensuring UNICEF certification of the production facility.

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