

# BIFIDUS

## 'The Good Bug'

A new born child's digestive system is free of bacteria. By the age of two, the bacteria in the child's digestive system is more like that of an adult, with both good and bad bacteria present.

A breastfed infant benefits greatly from being fed breastmilk. Breastmilk encourages good bacteria like bifidobacteria to thrive and holds back the growth of bad bacteria. Infants who are formula fed have much less of the good bifidobacteria compared with those who are breastfed.<sup>6</sup>

It is important that the good and bad bacteria are held in balance. This can help keep your child well.



## To Bug Off

**IMPORTANT NOTICE** The World Health Organisation (WHO\*) has recommended that pregnant women and new mothers be informed of the benefits and superiority of breastfeeding - in particular the fact that it provides the best nutrition and protection from illness for babies. Mothers should be given guidance on the preparation for and maintenance of lactation, with special emphasis on the importance of a well-balanced diet both during pregnancy and after delivery. Unnecessary introduction of partial bottle-feeding or other foods and drinks should be discouraged since it will have a negative effect on breast-feeding. Similarly mothers should be warned of the difficulty of reversing a decision not to breastfeed. Before advising a mother to use an infant formula, she should be advised of the social and financial implications of her decision for example, if a baby is exclusively bottle fed, more than one can (450g) per week will be needed so the family circumstances and costs should be kept in mind. Mothers should be reminded that breast-milk is not only the best, but also the most economical food for babies. If a decision to use an infant formula is taken, it is important to give instruction on correct preparation methods, emphasising that unboiled water, unboiled bottles or incorrect dilution can lead to illness. \* See International Code of Marketing of Breast Milk Substitutes, adopted by the World Health Assembly in Resolution WHA 34.22, May 1981.

**References:** 1. Parvez S, Malik KA, Ah Sang S, Kim HY. Probiotics and their fermented food products are beneficial for health. *J Appl Microbiol* 2005 Jun; 100(5): 1171-85. 2. Juntunen M et al (2001). Adherence of Probiotic Bacteria to Human Intestinal Mucosa in Healthy Infants and during rotavirus infection. *Clinical and diagnostic laboratory immunology* March 2001, p 293-296. Vol. 8, No. 2. 3. Saavedra J, Bauman N, Chung I, Perman J, Yoken R. Feeding of *Bifidobacterium bifidum* and *Streptococcus thermophilus* to infants in hospital for prevention of diarrhoea and shedding of rotavirus. *The Lancet* 1998; Vol 344: 1046-1049. 4. Saavedra J, Als-Hanna A, Moore N, Yoken R. Effect of long term consumption of infant formulas with *Bifidobacteria* and *S. thermophilus* on stool patterns and diaper rash in infants. *Abstract: J Paediatr Gastroenterol. Nutr* Vol 27, No. 4 October 1998: 483. 5. Langhendries JP, Dietry J, Van Hees J, Lamboray JM, Darimont J, Motin MJ, Secretin MC, Sentens J. Effect of a fermented infant formula containing viable bifidobacteria on the local flora composition and pH of healthy term infants. *Journal of Paediatric Gastroenterology and Nutrition*, 21: 177-181, 1995. 6. Yoshioka H, Iseki K, Fujita K. Development and differences of intestinal flora in the neonatal period in breastfed and bottle fed infants. *Pediatrics*, Vol. 72, No. 3 September 1983: 317.

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Enhancing protection through nutrition



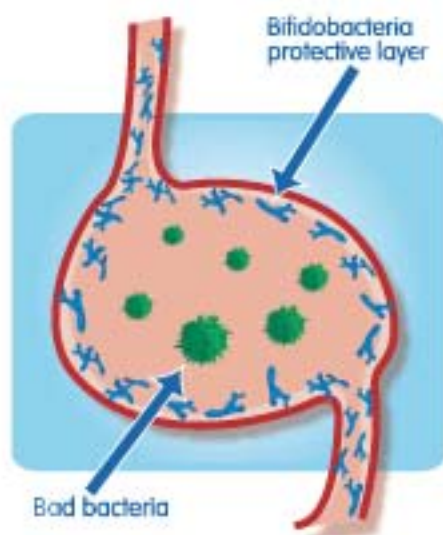
# B

## WHAT IS GOOD BACTERIA?

Probiotics (pro - 'for life', biotic - 'living organism') are good bacteria that are added to foods like yoghurt and milk drinks to help improve the balance of bacteria in the digestive system. Good bacteria like bifidus, can be added to milk drinks for toddlers and infants. This is beneficial for those children who would not normally have the protection of good bacteria in their diet at an early age.

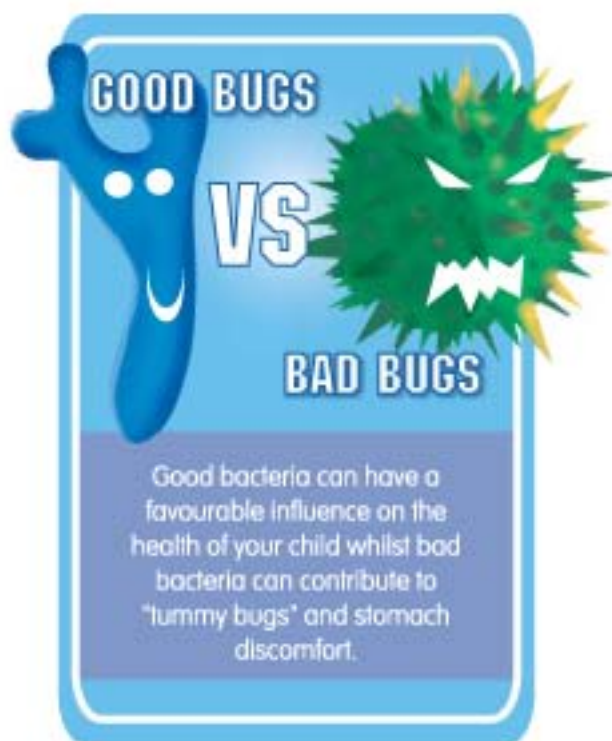
## THE BENEFITS OF GOOD BACTERIA

By including foods in the child's diet that contain probiotics, it can help the good bacteria reduce the number of bad bacteria and keep the flora in balance. Some good bacteria can help digestion by assisting the body make use of minerals and help produce some vitamins.<sup>1</sup> Probiotics can also benefit the immune system by helping to form a barrier to bad bacteria.<sup>2</sup>



## BIFIDUS = GOOD BACTERIA

Nestlé developed special technology so that a probiotic can be added to a milk powder in a dried form. The first of these products available in Australia was NESLAC Toddler, a growing-up milk drink for children over 1 year of age. This probiotic is known as Bifidus BL.



## THE BENEFITS OF BIFIDUS

Scientific trials have shown that Bifidus BL can help strengthen the intestinal health of infants and toddlers, improve bowel habit and decrease the chance of nappy rash.<sup>3,4</sup>

This is good news for young children. The addition of bifidobacteria to formula allows the amount of beneficial bifidobacteria to be close to that found in breastfed infants.<sup>5</sup>

The aim is to help children achieve health outcomes close to breastfed infants.



Look for the Bifidus BL symbol on Nestlé products in your supermarket or pharmacy and ask your doctor or health worker for advice.