



Alula Gold Allergy

Premium rice protein based infant formula for infants with cows milk allergy

For formula-fed infants. For healthcare professional use only. Use under medical supervision

Rice protein based infant formula is recommended by ASCIA*¹

ASCIA recommends rice protein for formula-fed infants with IgE and non-IgE mediated cows milk protein allergy (CMPA).

Rice based formula has been shown to be well tolerated in over 90% of infants.²⁻⁴

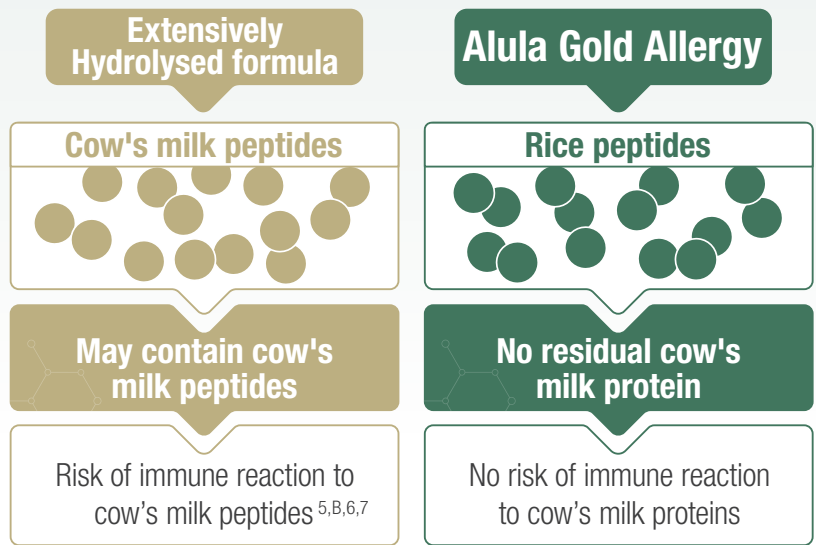
Alula Gold Allergy is a premium rice infant formula, suitable for infants with CMPA^{1*}

Now Available



Contains no residual cow's milk protein

Avoidance of cows milk protein is required for confirmed cow's milk protein allergy.^{8B}



Contains none of the 8 most common allergens⁹



*Unless allergic to rice ASCIA= Australasian Society for Clinical Immunology and Allergy

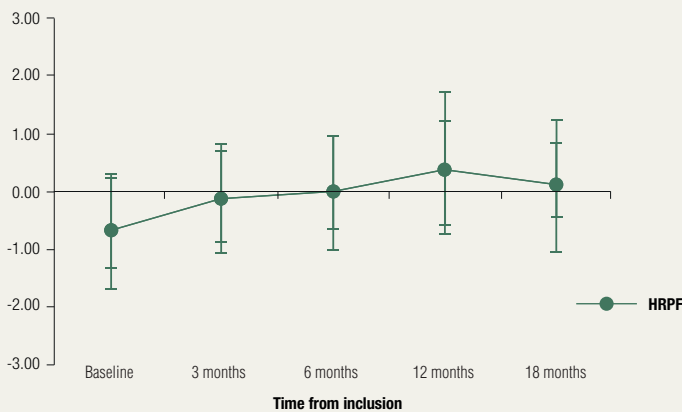


Complete and balanced nutrition

Rice protein formulas have been shown to support normal growth and development similar to other hypoallergenic formulas.^{2-4,10}

Weight for age z-scores. Hydrolysed Rice Protein Formula (HRPF)

Weight for age Z-scores



n=41 infants fed partially hydrolysed rice protein based formula [Energy=71kcal/100mL, Protein= 1.7g/100mL]
Adapted from Reche, M. et al 2010.

Growth that meets WHO standards²

- A study of formula-fed infants with CMPA were fed rice protein formula (n=41) or extensively hydrolysed formula (n=40) and followed until 24 months of age.²
- **Weight-for-age z scores improved** during the study, indicating **catch-up growth**, which met **the WHO growth standards**.²



Contains DHA Omega 3 and AA Omega 6 from vegetable sources

DHA to help support brain development in the first 18 months of life[^]



Better taste

Rice based formula has been shown to provide a better tasting option for cow's milk allergic infants which may help formula acceptance*.^{2,14,15}

* 50 healthy adult volunteers, compared to extensively hydrolysed formula (eHF) and amino acid formula (AA)
^DHA (Docoshexaenoic acid), AA (Arachidonic acid)

NEW Alula Gold Allergy 0-12 months

Rice protein based premium infant formula



*Unless allergic to rice

Alula Gold Allergy

- ASCIA supports the use of rice protein based infant formula for infants with diagnosed CMPA*
- Plant-based formula with 100% rice protein source
- Contains no residual cow's milk protein
- Contains none of the 8 most common allergens⁹
- Suitable for Lactose Intolerance
- DHA Omega 3 and AA Omega 6 from vegetable sources.
- Great tasting option for infants with CMPA ^{2,14,15}

Backed by Nutritional Science

IMPORTANT STATEMENT: Breastfeeding is best for babies. It has benefits for the infant, such as reducing infection risk, and for the mother. It is important to have a healthy balanced diet in preparation for, and during breastfeeding. Infant formula is designed to replace breast milk when an infant is not breastfed. Breastfeeding can be negatively affected by introducing partial bottle-feeding and reversing a decision not to breastfeed is difficult. Infant formula must be prepared and used as directed. Unnecessary or improper use of infant formula, such as not properly boiling water or sterilising feeding equipment, may make your baby ill. Social and financial implications, including preparation time and the cost of formula, should be considered when selecting a method of infant feeding.

References

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