

Parent survey of infants fed SMA® PRO First Infant Milk from birth – 6 months of age*

Survey purpose



Baby poos is a frequent conversation between parents and healthcare professionals.

Parents are naturally concerned when they notice any changes and it is useful for them to understand what is the common experience when it comes to frequency of stools and consistency.

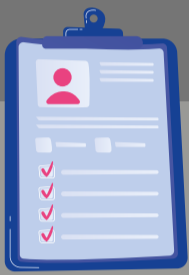
Objectives

- ✓ To use parent feedback to demonstrate the impact of SMA® PRO First Infant Milk on infant stool consistency.
- ✓ To understand how settled and satisfied babies are on SMA® PRO First Infant Milk



SMA® PRO First Infant Milk is a whey dominant, nutritionally complete infant milk suitable from birth.

Method



A survey was carried out with parents registered to the SMA® Baby Club in which multiple choice questions were asked.



Results were based only on feedback from parents of babies aged between 0 – 6 months only



Participants had been using SMA® PRO First Infant Milk for at least 2 WEEKS.

Babies were combination fed or formula fed



590 PARENTS participated in this survey.



Results

98.9%

of the babies on SMA® PRO First Infant Milk had **SOFT STOOLS**

97.3%

of the babies on SMA® PRO First Infant Milk were said to be **SATISFIED**

94%

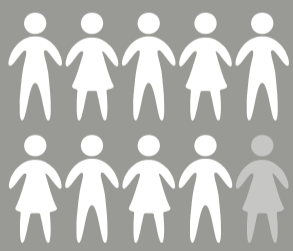
of the babies on SMA® PRO First Infant Milk were said to be **SETTLED**

Other findings

71% of the participants were using the powder format of SMA® PRO First Infant Milk while the rest were on the liquid ready to feed format.

74.1% of the babies passed stools 1-2 or 3-4 times a day

Summary



9 out of 10 parents said their babies had softer stools, were settled and satisfied on SMA® PRO First Infant Milk

*Data obtained from: SMA Baby Club poo survey, June 2021: 590 Participants. Included exclusive formula feeding and combination feeding. Solids had not yet been introduced to any of the participating babies.

IMPORTANT NOTICE: We believe that breastfeeding is the ideal nutritional start for babies and we fully support the World Health Organizations recommendation of exclusive breastfeeding for the first six months of life followed by the introduction of adequate nutritious complementary foods along with continued breastfeeding up to two years of age. We also recognize that breastfeeding is not always an option for parents. We recommend healthcare professionals to inform parents about the advantages of breastfeeding. If parents consider not to breastfeed, healthcare professionals should inform parents that such a decision can be difficult to reverse and that the introduction of partial bottle-feeding will reduce the supply of breast milk. Parents should consider the social and financial implications of the use of infant formula. As babies grow at different rates, healthcare professionals should advise on the appropriate time for a baby to begin eating complementary foods. Infant formula and complementary foods should always be prepared, used and stored as instructed on the label in order to avoid risks to a baby's health.

SMA® Nutrition UK & Ireland

®Reg. Trademark of Société des Produits Nestlé S.A

ZTC5608b/02/22 | NWP089-3

