



STAGE

3

18 - 36 MONTHS

My Baby™ 3

Follow-Up Formula | Scientifically formulated for growing toddlers

MANDATORY STATUTORY NOTICE: "THERE IS NO SUBSTITUTE OR EQUIVALENT FOR BREAST MILK."

1 Executive Summary & Clinical Rationale

My Baby 3 is a scientifically formulated follow-up formula engineered to complement the dietary intake of young children aged 18 to 36 months. As physical growth, cognitive development, and exploratory mobility accelerate during this period, young children require targeted macro- and micronutrients. Breastfeeding remains the primary standard for infant nutrition; when necessary, follow-up formulas provide balanced nutritional support.

3 Key Bioactive Components & Clinical Value

2'-FL

HMO 2'-FL & Prebiotics (GOS/FOS)

Human Milk Oligosaccharide (2'-FL) and Galacto/Fructooligosaccharides promote a balanced gut microbiome, selective Bifidobacteria growth, and mucosal barrier integrity.

DHA

Docosahexaenoic Acid (DHA) & AA

Polyunsaturated fatty acids integral to synaptic development, neuronal membrane fluidity, and visual acuity in growing toddlers.

PRO

Probiotic: *L. reuteri* DSM 17938

Clinically validated probiotic strain associated with reduced gastrointestinal discomfort, balanced stool frequency, and gut immunity.

MIC

Essential Micronutrient Complex

Fortified with Calcium, Ferric Pyrophosphate (Iron), Zinc, Sodium Selenite, and Vitamins A, C, D, E, and B-complex to prevent toddlers' nutrient deficiencies.



34.43 mg

HMO 2'-FL, FOS & GOS per 100 g of powder

DSM 17938

Lactobacillus reuteri - active viable cultures

DHA / ARA

Cognitive development & retinal function

2 Scientific Literature & Journal Evidence

The Lancet

Breastfeeding Series & Global Pediatric Guidelines

Scientific consensus published in The Lancet emphasizes that optimal nutrition in early childhood is crucial for immune resilience and cognitive trajectory. Clinical evaluations demonstrate that young children undergoing dietary transitions benefit from controlled intake of essential fatty acids (DHA/AA) and prebiotics to reduce gastrointestinal distress and support neurodevelopment.

BMJ

British Medical Journal - Ethical Communication & Infant Nutrition

Reviews in the BMJ regarding pediatric nutrition emphasize the necessity of objective, science-based literature. Commercial literature must adhere strictly to factual compositions, avoiding idealized imagery or claims, ensuring that clinical choices are grounded in objective nutritional analysis.

4 Key Nutritional Composition (per 100 g powder)

Nutrient Category	Key Active Components	Quantity per 100 g	Clinical Relevance
Prebiotics & HMO	HMO 2'-FL, FOS, GOS	34.43 mg / 100 g	Gastrointestinal defense & microbiome balance
Probiotic Strain	Lactobacillus reuteri DSM 17938	Active Viable Cultures	Supports mucosal gut integrity & digestion
Fatty Acids	DHA / ARA (AA)	Sourced blend	Cognitive development & retinal function
Key Minerals	Iron, Calcium, Zinc, Selenium, Iodine	Balanced ratio	Bone mineralization & hematopoiesis support
Vitamins	Vitamins A, C, D3, E, K1, B-Complex, Folic Acid	Balanced ratio	Immune system regulation & metabolic function

7 Complete Qualitative Ingredient List

BASE INGREDIENTS

Skimmed Milk Powder, Demineralized Whey Powder, Vegetable Oil Blend (Sunflower, Rapeseed, Soy, Palm), Maltodextrin, Mono- and Diglycerides of Fatty Acids, HMO 2'-FL.

MINERALS

Trisodium Citrate, Ferric Pyrophosphate, Calcium Carbonate, Magnesium Carbonate, Potassium Iodate, Manganese Sulfate, Copper Sulfate, Zinc Oxide, Sodium Selenite.

VITAMINS & BIOACTIVES

Sodium L-Ascorbate, DL-Alpha-Tocopheryl Acetate, Retinyl Acetate, Riboflavin, Calcium D-Pantothenate, Cholecalciferol, Cyanocobalamin, Nicotinamide, Folic Acid, D-Biotin, Phytomenadione, Thiamine Hydrochloride, Pyridoxine Hydrochloride, Arachidonic Acid (AA), Docosahexaenoic Acid (DHA), Fructo-Oligosaccharides (FOS), Galacto-Oligosaccharides (GOS), Taurine, Lutein, Inositol, Choline Bitartrate, L-Carnitine Tartrate, Lactobacillus reuteri DSM 17938.

REGULATORY COMPLIANCE & HEALTH NOTICE: "Breast-milk substitute; infant food is not the primary source of infant nutrition."

5 Standardized Preparation Protocol

1 Sanitation

Wash hands thoroughly with soap and clean water prior to handling formula.

2 Sterilization

Wash and boil all feeding utensils in clean water for 5 minutes. Keep covered.

3 Boil Water

Boil potable drinking water thoroughly; allow it to cool down to safe warm temperature.

4 Measurement

Pour exact amount of previously boiled warm water into sterilized feeding vessel.

5 Scoop Usage

Use only enclosed green scoop (4.5 g). Add exact level scoops as directed.

6 Storage

Mix until powder completely dissolves. Store closed tin in a cool, dry place.



6 Clinical Feeding Table

Ages 18 to 36 Months

18-36MONTHS
Age Group**240 ml**Previously Boiled
Water**8**LEVEL SCOOPS
4.5 g per scoop**3**FEEDS
Feeds per Day

SAFETY WARNING & PATHOGENIC RISK NOTICE: Water must be boiled properly before preparation. To minimize health risks, powdered infant formula must be prepared with hygienic protocols as it may contain pathogenic microorganisms if prepared incorrectly. Never reuse unfinished feeds. Ensure child's airway is clear during feeding.

8 Storage & Handling Guidelines

Use contents prior to the expiration date stamped on the bottom of the tin. Once opened, consume contents within 3 weeks. Keep tin tightly covered in a cool, dry place. Avoid direct sunlight exposure. Deviating from instructed scoop-to-water ratios may cause dehydration or compromised nutrition. **Transition to My Baby Stage 4 upon completion of 36 months.**

9 Regulatory & Commercial Information

Country of Origin

Milk powder sourced from New Zealand; Blended and packed in Vietnam.

Manufacturer

Nova Nutrition Pharma Co., Ltd., 216/22 Nguyen Van Huong St., Thao Dien Ward, Thu Duc City, Ho Chi Minh City, Vietnam.

IPHN Registration No

BF190829095 | Standard: BSTI BDS CAC 156

Importer

Family Products Incorporation, 153/5 Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

Brand Owner & Marketed By

Unique Expertise Associates Limited, Chowdhury Villa, Holding No-9/3 (4th Floor), Block-B, Road No-01, Mirpur-06, Dhaka-1218, Bangladesh.

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