



LITTLE TREASURE MILK PRODUCT Q & A

Q.1: Is your product organic?

Ans: No, our product does not have the organic label but the milk powder is sourced from Australian farms whose dairy cows graze in green open pastured land.

Q.2: Why are some of the nutrient contents in your product lower than my current milk formula?

Ans: Yes, you may be right but remember that **more** does not always mean **good**. Our product is formulated to meet the nutritional needs of the child, depending on the body mass and developmental stage of the child.

Q3: Why does your milk taste not as sweet?

Ans: The reason is because our product does not contain the artificial chemical sweeteners such as maltodextrin, flavourings, sucrose, or high fructose corn syrup which most formula milk brands have.

Q4: Why are artificial sweeteners being added to formula milk?

Ans: They are added partly to maximise the profit motives of the business, such as sweeteners increase the calorie or energy value, and lesser basic ingredient is needed in order to meet regulatory label requirements, enhancing the taste performance for the children to boost sales at the expense of short and long term health issues.

Q5: Can you tell me what is the short term and long term effect of these sweeteners.

Ans: Glad that you asked these questions, since many such unsuspecting parents only focus on the nutritional contents but remain ignorant or clueless to the sweetener. The short term effect is noticeable in dental health such as tooth cavities.

And the long term effect is entrenching a sweet taste preference of the child after transitioning from mother's milk to formula milk. Also the sweeteners can induce weight and obesity issues among children leading to the many health effects such as lower immune system and diabetes. All artificial sweeteners are chemical toxins in the child's body.

Q6: Can my child take this brand if he has eczema?

Ans: Yes, he can take this product since we do not have any artificial sweetener additives in the milk powder. It is a fact, that eczema is a systematic skin condition that are multi factorials but one of the factor is attributed to toxins accumulation in the body and artificial sweeteners are toxic. You can also check with your own doctor.





Q7: Can my wife take this product, she has diabetes?

Ans: Our product is designed for pregnant mothers to meet their nutritional needs and it does not contain any artificial sweetener that may increase the glycemix index. However, you can confirm with your own doctor.

Q8: Why does my child not like the taste of your milk product?

Ans: It is possible that your child may have already developed a sweet taste preference after you have transitioned her from mother's milk to formula milk which are mostly sweetened. Most parents will continue with such milk without understanding the dangerous effect of sweeteners and general dental and weight issues.

Q9: What is so special about your product as compared to other brands?

Ans: Our product is designed to focus on the nutritional needs but also the general health and well being of your child. We do not have artificial chemical sweetener and therefore they are not sweetened and some mothers have commented that it tastes like "mother's milk". The balance ratio of powder to water help provides the right consistency so that a child transitioning from mother's milk to our product will find it acceptable.

Compiled and written by

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