

Best baby formula

Background

Breast milk is irreplaceable nutrition for a child's well-being, shield against life-threatening and chronic illnesses. For mothers, it reduces the risks of breast cancer and ovarian cancer. Unfortunately, breastfeeding rates are declining.

Problem

In Uzbekistan, 75% of children are not exclusively breastfed at least until 6 months.

The main reason is the aggressive marketing of breastmilk substitutes. They are everywhere: on TV, social media, in stores, even in polyclinics and maternity hospitals, exploiting parents' emotions with their false claims. We realized that it is useless to try to persuade mothers not to buy baby formulas.

Solution

So "Delivery Unit" decided to launch the best and ideal baby formula — "Natural Breast Milk"

We produced a mock product and placed them between all other baby formulas in the largest supermarket chains — Korzinka. Everyone could buy it for free.

As mothers took the product, they found information about the importance and benefits of breastfeeding. It also highlights all the myths about breastfeeding. Moreover, there are all the nutrition facts of breast milk on it so that mothers can compare it to the substitutes.

We went even further and delivered "Natural Breast Milk" to polyclinics and maternity hospitals.

Finally, mothers started to realize that ideal milk is in their breasts.



\$0
Media Budget
15 000 000+
Reach

Nutrition facts: Not found in baby formulas

"Baby formula" is overrated. "Natural Breast Milk" only!"

"Natural Breast Milk" sounds great!"

"Lactation failure is a myth. Continue to breastfeed!"

"Marketing of baby formulas are prohibited in Uzbekistan. Breastfeeding only!"

Main ingredient: love



Nutrition facts: Not found in baby formulas



Bebaho

Tabiiy ona suti



Chaqaloq birinchi 6 oy davomida
hach qanday qo'shimchalarsiz,
faqat tabiiy ona suti bilan oziqlanishi shart!

Bebaho

Tabiiy ona suti



Tabiiy ona suti

Tarkibi

Konservantlarsiz.
Qo'shimcha bo'yoqlarsiz.
GMOsiz. 100% tabiiy
ona suti.
Asosiy tarkibi — mehr.



Bola onasini emsin, chunki:

Adashasiz

- Anadolimarkasida bema yaroqli ishlaydi
- Ona uchun vitaminlar to'plamidir
- Emizikni o'ziga o'zgartirish uchun
- Ona uchun - har qanday holatda vitaminlar to'plamidir
- Garchi ham...
- Bular emizikni o'zgartirish uchun
- Emizikni o'ziga o'zgartirish uchun
- Bularning barchasi emizikni o'zgartirish uchun
- Bular emizikni o'zgartirish uchun

Ozuqaviy qiymati



100 g mahsulotda
Kkal

70

Suv	87-92 %
Yug'lari 10g	2-4 %
Uglevodlar 10mg	4-7 %
Opilni 10mg	1 %
Vitamin va mikroelementlar	1 %

Chaqaloq uchun foydasi

- Boshqa hech qanday dori bo'lmagan
- Boshqa dori bo'lmagan, shanti va mikroelementlar
- Kuchliroq ishlaydi
- Boshqa mahsulotlarga nisbatan ko'p va boshqa mahsulotlarga nisbatan ko'p
- Emizikni o'zgartirish uchun
- Ona va bolani o'ziga o'zgartirish uchun

Ona uchun foydasi

- Yog'li qismlar ko'p bo'ladi
- Oziq-ovqatni o'ziga o'zgartirish uchun
- Emizikni o'zgartirish uchun
- Ona uchun o'ziga o'zgartirish uchun
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Vitamin va mikroelementlar

100g ona uchun tarkibi

Aminokislotalar

Arginin	500g
Glutamin	500g
Leysin	500g
Metionin	500g
Valin	500g
Prolin	500g
Alanin	500g
Asparagin	500g
Glutamin	500g
Metionin	500g
Valin	500g
Prolin	500g
Alanin	500g
Asparagin	500g

Vitamin va mikroelementlar

Vitamin B1	Vitamin B2	Vitamin B6
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12
Vitamin B12	Vitamin B12	Vitamin B12

Karbonatlar

NaCl	CaCl2	ZnCl2
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- Ona immunitetini mustahkamlashi
- Bolalarning vazni me'yordan past
- Sutilm qoqib ketdi

- Ona immunitetini mustahkamlashi
- Tug'ruqdan keyingi depressiyani oson yengish
- Vaqt tejalishi
- Pul tejalishi
- Shifokorga kamroq murojaat qilish

Ozuqaviy qiymati



100 g mahsulotda

Kkal

70

Suv	
Yog'lar 15g	87-92 %
Uglevodlar 10mg	2-4 %
Qopqil 10mg	4-7 %
Vitamin va mikroelementlar	1 %
	1 %

Vitamin va mikroelementlar

100g ona suti tarkibida

Aminokislotalar

Arginin	0,04 g
Taurin	0,04 g
Valin	0,06 g
Gistidin	0,02 g
Metionin	0,02 g
Sistin	0,02 g
Fenilalanin	0,05 g
Alanin	0,04 g
Prolin	0,08 g
Tirozin	0,05 g
Gitsin	0,02 g

Vitamin va minerallar

Vitamin B	Vitamin D	Vitamin E
Kalsiy	Iod	Flor
Natрий	Selen	Biotin
Kaliy	Kobalt	
Vitamin A	60 mg	Vitamin C
Rux	1,3 mg	Temir
		76* mg

Karotinoidlar

Beta-karotin	Lyutein	Zeaksantin
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4565 55
377 7322

WhatsApp
Telegram
Instagram



Tabiiy
ona suti



Bebaho

Tabiiy ona suti

Tabiiy
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