

Aspen unveils Infacare baby formula

STORIES BY AKIN ADEWAKUN - LAGOS

AS part of its efforts aimed at supporting mothers with challenges of breastfeeding their babies, Aspen Pharma-

care Nigeria has announced the launch of three variants of baby food - Infacare Starter, Infacare Follow on and Infacare Growing up, in Lagos.

Speaking at the launch, the Chief Executive Officer of the company, Dr Sanjay Advani, explained that exclu-

sive breastfeeding, especially at the early stages of a baby's development, constituted the best form of nurturing such baby, adding that, unfortunately, not all mothers had the capacity to actually breastfeed their babies.

He stated that the introduction of the

new baby formula was informed by the need to ensure that babies from mothers with such challenges do not suffer from malnourishment at the early stages of their lives.

According to him, the products, which were in three variants, were designed to cater for the different stages of a child's development.

'While the Infacare Starter Formula is designed for babies that fall within the age group of 0-6 months, the Infacare Follow on Formula and Infacare Growing up Formula are meant for children whose ages fall within 6-12 months and 1-3 years respectively,' he added.

Dr Sanjay explained that since the company was not introducing the products purposely for profit-making, but to help mothers with the deficiency of breastfeeding their babies, the company would use medical doctors and other medical personnel, instead of the regular advertising to create awareness for the product. That, he noted, would ensure the products get to the target consumers.

Commending the company for introduction of the baby formula, the Lagos State Commissioner for Health, Dr Jide Idris, stated that the company had got the approval of the state government to introduce the new baby formula.

The commissioner, who was represented by the Director of Pharmaceutical Services in the ministry, Moyo Adejumo, charged other pharmaceutical companies with the intention of doing business in the state to always follow due process by registering with the state government.

She expressed delight that the company had come to the aid of mothers who could not breastfeed since the