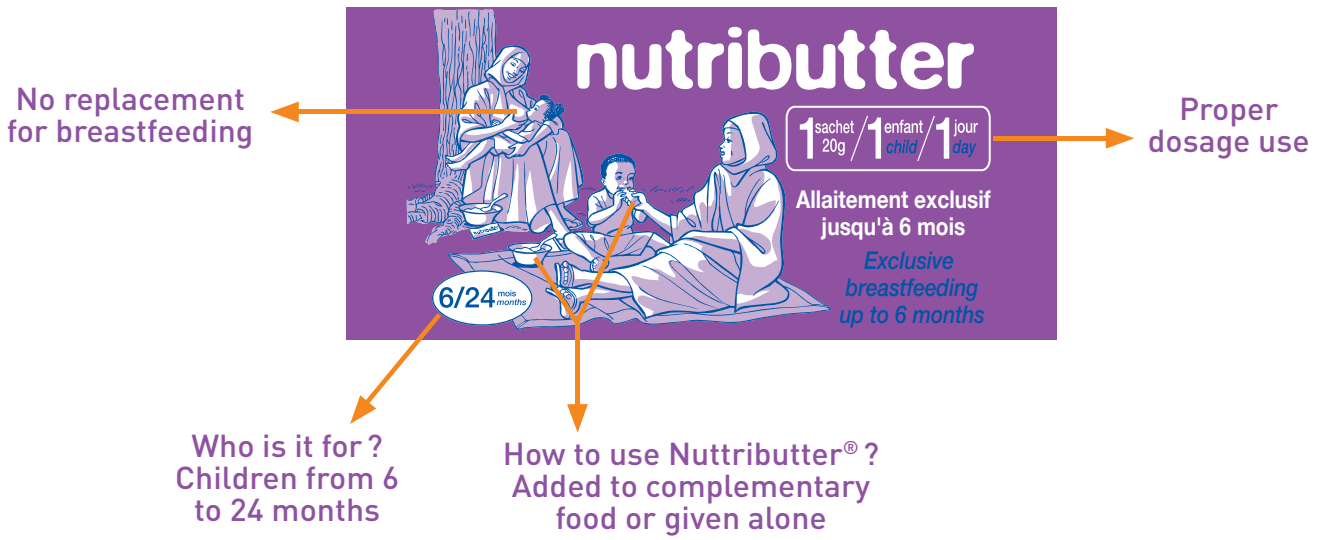


nutributter® a tool to pass a message

The new Nutributter® package is a tool to pass the message to mothers and caretakers who provide the product to the child, and to facilitate the most appropriate product utilization in order to get full nutritional benefit for the child.

Ideally during the distribution, the Nutributter® package will be used to reinforce 4 main messages:

1. One sachet per day, per child (no sharing)
2. For children from 6 to 24 months old
3. To be used as a supplement and not a substitute for breastfeeding or complementary foods
(Exclusive breastfeeding up to 6 months, recommended up to 24 months)
4. Mixed into complementary food or eaten directly from the sachet



7 colors in the strip

- Use the idea of 7 colors to explain that **1 color refers to 1 sachet per day** to be consumed by the child each day of the week.
- 7 colors refer to the **idea of a week**, (one strip). For one month, you would provide 4 strips (one per week).



7 nutritional messages

- At the back of each package, a **nutritional message supports the image on the front**.
- Health workers and distributors can read these messages to the women, or simply **use the messages as a guide to reinforce the recommended use of Nutributter®**.

TO GET FULL BENEFIT OF THE PRODUCT PLEASE FOLLOW THESE INSTRUCTIONS



nutributter®

6 mois months → 12 mois months → 24 mois months

For children from 6 to 24 months old

Give Nutributter® in addition to breastmilk and complementary food

1 color = 1 sachet per day



1 Nutributter® per child

You can eat it mixed into already prepared food...

... or eat it directly from the sachet