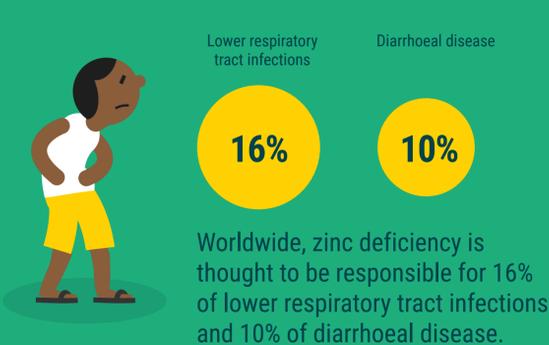
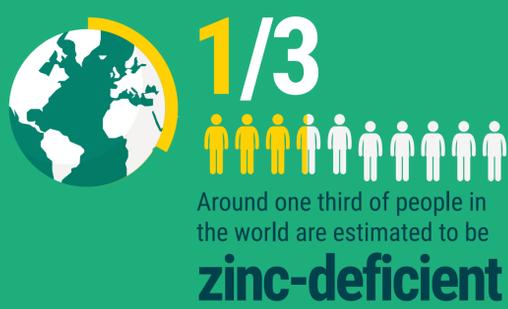


ZINC DEFICIENCY

Zinc deficiency, generally related to poor absorption or intake of zinc from your diet, is still a major public health issue in parts of the developing world.



THE SCALE OF THE PROBLEM



WHY DO YOU NEED ZINC?



It is essential for maintaining your **immune system** and for **growth and development**

Your body cannot store zinc, so **you need a daily intake** to maintain a steady level.



WHAT HAPPENS IF YOU DON'T HAVE ENOUGH?

You are more susceptible to:



WHO IS MORE AT RISK?

Pregnant women

Zinc is essential for the growing foetus. It helps to avoid congenital abnormalities and pre-term delivery.



People who have high intakes of foods rich in phytates

Phytates are compounds, often found in foods such as cereals, nuts and legumes, which prevent zinc being absorbed properly. Populations whose plant sources of zinc are high in phytates, and who consume a limited amount of animal products, need a higher daily zinc intake.

HOW CAN WE PREVENT IT?

Make zinc tablets accessible

In the short term, supplementation can help to treat zinc deficiency.



Fortify staple foods

In the medium term, fortifying commonly consumed foods such as bread, milk or condiments with zinc is a cost effective way of getting it into people's diets.



Eat more zinc-rich foods

In the long term, eating a balanced diet, including zinc-rich foods, can help to prevent deficiency.



WHAT IS NESTLÉ DOING?



of micronutrient fortified foods and beverages annually worldwide by 2016.



We target products for fortification that are consumed widely and regularly (such as milks and condiments) that contribute to a generally healthy diet, and that are affordable and likely to be bought by the population at risk.



of sales of our popularly positioned products (high-quality, nutritious foods and beverages at a price lower-income consumers can afford) were fortified with at least one of the 'big four' micronutrients: **iron, iodine, vitamin A and zinc.**

Sources

- Evaluating the cost-effectiveness of preventive zinc supplementation www.biomedcentral.com/content/pdf/1471-2458-14-852.pdf
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- The world health report: childhood and maternal undernutrition www.who.int/whr/2002/chapter4/en/index3.html
- Zinc deficiency www.who.int/publications/cra/chapters/volume1/0257-0280.pdf
- Zinc fact sheet for health professionals <https://ods.od.nih.gov/factsheets/Zinc-HealthProfessional/>
- Zinc on a plate www.nutritionistsociety.org/yournutrition/articles/zinc-plate
- Zinc supplementation to improve treatment outcomes among children diagnosed with respiratory infections www.who.int/elena/titles/bbc/zinc_pneumonia_children/en/
- Zinc supplementation in the management of diarrhoea www.who.int/elena/titles/zinc_diarrhoea/en/