



For the most valuable in life.



Introducing complementary food



HiPP Organic Quality –

ideal for introducing complementary food

Information for health care professionals

The PLUS in every HiPP jar



Product safety

Every jar has its own individual quality number.

The number on the edge of the lid makes it possible to trace every individual ingredient back to its origin, e.g. organic carrots can be traced back to the field.



Organic raw materials

We have been committed to **organic farming for almost 70 years**. This involves, for example, careful selection of fields, no use of chemically synthesised sprays, natural protection of plants and keeping of animals in a manner that is appropriate for their species.



EU organic logo



limit values more stringent than required by EU legislation



HiPP organic seal



HiPP organic quality has always exceeded the legal requirements laid down in the EU Organic Farming Regulation. That is why there is a special **HiPP organic seal**.



Omega-3

HiPP products are based on the latest nutritional findings, e.g. **omega-3 fatty acids from organic rapeseed oil**. **Alpha-linolenic acid, an omega-3 fatty acid - contributes to brain and nerve tissue development**. The addition of rapeseed oil to lunchtime menus has a measureable influence on an infant's supply of fatty acids and improves it. The concentration of long-chain omega-3 fatty acids (LCP) in the plasma of infants was significantly increased due to rapeseed oil.¹ Rapeseed oil is recommended by the German Research Institute of Child Nutrition.



GMO-free*

No genetically modified ingredients in HiPP jars.

*according to the EU Organic Farming Regulation.

We firmly believe in organic farming

Stricter limit values than required by EU Organic Farming Regulation!

All HiPP products are certified to be more stringently controlled.

- ▶ At HiPP, every jar is subject to additional quality checks, for example on pesticides.
- ▶ In its own laboratory, HiPP is able to check for 1,200 residues of contaminants.

Only jars that have passed the continuous quality control system successfully receive the HiPP organic seal.



From organic cultivation to the finished organic HiPP quality product!

Manual work — if there is no satisfactory technical solution available we will even sort grains of rice by hand.

Strict additional internal quality checks — ranging from soil testing and analysing raw materials to checking the finished product.

Dispensing with chemically synthesised pesticides — natural plant protection by means of balanced crop rotation instead.

Quality check of the finished product — after the products have passed the control system successfully they receive the HiPP organic seal.

For the most valuable in life — with HiPP you can be sure to receive the best from nature.



Organic cultivation — in harmony with nature.

The HiPP step-by-step nutrition system



For introducing complementary food

According to scientific findings, nutritional experts recommend the same principles for children who are at risk of developing allergies as for those who are not!²

- ▶ Do not introduce complementary food before 17 weeks and no later than 26 weeks.²
- ▶ No recommendation to avoid or delay the introduction of potentially allergenic foods (e.g. fish, eggs).⁴
- ▶ Early exposure of an infant's immune system to foreign allergens boosts the development of the child's tolerance and might even prevent allergies.³
- ▶ Introduce complementary food slowly – introducing one new ingredient at a time allows parents to detect reactions to specific foods.²

The HiPP step-by-step nutrition concept is especially suited for introducing complementary food at lunchtime.

HiPP step-by-step nutrition system for introducing complementary food at lunchtime

<p>Human milk or/and HiPP PRE, HiPP 1 or HiPP HA 1 in case of increased allergy risk</p> 	<p>Human milk or/and HiPP PRE, HiPP 1 or HiPP HA 1</p> <p>+ complementary food with 1 ingredient (e.g. Baby's First Pumpkin, Baby's First Carrot)</p> 	<p>Human milk or/and HiPP PRE, HiPP 1 or HiPP HA 1</p> <p>+ complementary food with 2 ingredients (e.g. Pumpkin with Potatoes, Baby Carrots with Potatoes)</p> 	<p>Complementary food with 3 ingredients (e.g. Rice with Carrots and Turkey, Carrots and Potatoes with Lamb)</p> 
<p>1st stage</p>		<p>2nd stage</p>	
<p>3rd stage</p>			
<p>basis</p>		<p>from 4 to 6 months</p>	
<p>from birth</p>		<p>from 4 to 6 months</p>	

Important information: Breastfeeding is best for a baby. Infant formula should only be used upon the advice of paediatricians or other independent experts.

References:

- 1 Schwartz et al. Modification of dietary polyunsaturated fatty acids via complementary food enhances n-3 LCPUFA synthesis in healthy infants: a double blinded randomized controlled trial. Arch Dis Child 2009;94:876-882
- 2 Fewtrell M et al. Complementary Feeding: A Position Paper by the European Society for Pediatric Gastroenterology, Hepatology, and Nutrition (ESPGHAN) Committee on Nutrition. JPGN 2017;64: 119–132
- 3 FKE Research Institute of Child Nutrition, Dortmund. Recommendations for Infants' Nutrition 2013
- 4 Koletzko B et al. Nutrition and physical activity of infants and breastfeeding women. [German] Monatsschr Kinderheilkd 2016; (Suppl 5): 164:433-457