

## Danone launches improved Dumex Durgo Growing up Milk Formula in Malaysia

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### Aims to raise awareness of Iron Deficiency Anaemia in Children

The Asia Pacific region is home to more than half the world's undernourished children who suffer from "hidden hunger". Iron deficiency anaemia (IDA), a type of micronutrient deficiency, is the most common nutritional anaemia in the world and currently affects 11 million children under the age of five in Southeast Asia.

A worrying trend as local studies shows that one in seven Malaysian children (13.8%) do not meet the recommended daily intake of iron, with children from a lower social-economic status having a higher prevalence of IDA.

### Danone to help address the public health challenge of malnutrition in Malaysia

As part of Danone's "One Planet. One Health" agenda in Malaysia, Danone will launch public health initiatives through various collaborations to address malnutrition and IDA in children. Building on this commitment, the company has reformulated and fortified its Dumex range. The newly improved formula contains high levels of DHA and includes all the essential nutrients such as iron, calcium, Vitamin C, Vitamin D, Vitamin A, Vitamin E, fibre (inulin) and lactose.

Danone is committed to supporting Malaysian families as the country navigates health and nutritional challenges. Some initiatives that the company is embarking on include:

- Working closely with healthcare partners to scale up IDA screenings nationwide and to raise awareness about micronutrient deficiencies among parents and pediatricians
- Providing resources and expertise to test and scale up the use of non-invasive devices to measure iron levels without having to draw blood

- Continuous engagement with leading healthcare professionals and researchers, NGOs and the Malaysian Welfare Department to assess needs for Danone to provide support wherever and whenever it is needed.

**Image Caption:** *Danish Rahman, GM Danone Specialized Nutrition Malaysia, Singapore & Brunei*