

New Illuma HMO growing-up infant formula available in China

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Wyeth becomes the first foreign company that sell HMO infant formula added with two HMOs in China

Wyeth® 惠氏®

启赋®

首款母乳低聚糖HMO²儿童奶粉

入园自御力一罐开启

NEW 突破上市

Illuma 启赋 HMO

惠氏营养品，我们始终以科学为基石，秉承“科学配方，科学喂养”的理念，为全球婴幼儿提供高品质的营养食品。启赋HMO²儿童奶粉，是首款添加母乳低聚糖HMO²的儿童奶粉，能够帮助宝宝建立强大的免疫系统，让宝宝在入园后能够更好地适应集体生活。HMO²是母乳中最重要的免疫成分，能够帮助宝宝抵抗各种细菌和病毒的侵袭，让宝宝健康成长。启赋HMO²儿童奶粉，采用先进的生产工艺，确保每一罐奶粉都符合国际食品安全标准。让宝宝在入园前，就能通过启赋HMO²儿童奶粉，获得强大的免疫力，让宝宝在入园后，能够更好地适应集体生活，让宝宝健康成长。

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Wyeth Nutrition announced that its first Illuma HMO growing-up infant formula added with two human milk oligosaccharides (HMOs) is now available throughout China, which makes Wyeth Nutrition the first multinational company that sells the HMO infant formula in the market just two months after two HMOs were newly authorized as food additives by China's National

Health Commission (NHC). Before that, the company was also the first foreign company that manufacture HMO infant formula in China, just one month after NHC's approval, at the company's GMP-level factory in Suzhou. Now, Chinese consumers can order the first HMO infant formula added with two HMOs in China via various channels, including the illuma flagship store on Tmall, the Wyeth flagship store on JD.COM, and numerous offline stores across the country.

The NHC announced the approval of two HMOs, 2'-fucosyllactose (2'-FL) and lacto-N-neotetraose (LNnT), as new food additives in formula products, and HMOs quickly became the focus of China's infant formula industry. Many brands were competing to launch HMO-containing formulas. Wyeth Nutrition was the first foreign company in China's infant formula industry to respond to that announcement. It took the lead to launch the first illuma HMO growing-up infant formula in November. This expanded the brand's portfolio of premium growing-up infant formulas and provided a new option containing ingredients that can modulate immune responses for Chinese babies. The product is now available across channels in China. People can order it from the official flagship store of illuma on Tmall and JD.COM, as well as various physical stores. This new product is designed to provide multiple nutrients for babies above 3 years old.