



Biogrow Oat BG22 Crispy Cereal Snack Pack contains the fibre your children need for healthy digestion.

Consuming healthy snacks

THE Malaysian Association for the Study of Obesity found a drastic increase in the consumption of fat and sugar between 1960 and 2000 but reported a decrease in the consumption of fibre from cereals within the same time.

Such change in dietary pattern has a negative impact on overall health among adults and children. In fact, one in seven children in Malaysia is affected by obesity.

Breakfast cereals are an important source of nutrition in children's diet. Depending on the type bought, breakfast cereals may have relatively low fibre due to added sugar and therefore do not effectively increase children's fibre intake levels.

In accordance to the *Malaysian Dietary Guidelines for Children and Adolescents*, it is highly advisable for everyone, especially parents, to identify and give children cereal foods that are high in fibre and low in fat, sugar and sodium.

Effects of fibre intake

The most obvious link between dietary fibre and obesity is its effects on energy intake control. Children who eat a high-fibre diet tend to eat much less energy-dense, sugary foods such as candies, potato chips, chocolate bars and ice cream.

In addition, high fibre intake has been associated with bowel regularity and improved bowel function. Paediatric

experts favour increasing fibre consumption as the first treatment option for chronic constipation in healthy children, before resorting to laxatives.

High-fibre snack

Give your children the opportunity to savour fibre-rich foods such as Biogrow Oat BG22 Crispy Cereal Snack Pack in a variety of ways.

Start their mornings by serving the high-fibre oat bran cereal with fresh fruits, milk or yoghurt or eat it straight from the packet as a healthy snack.

One packet (15g) of Oat BG22 Crispy Cereal Snack Pack provides 3.3g of fibre and 2g of protein. It contains only 51kcal and is rich in iron as well as magnesium.

For digestive health, take one or two packets of Oat BG22 Crispy Cereal Snack Pack daily to increase your fibre intake.

Healthy eating and exercise should begin in childhood, especially in battling childhood and adulthood obesity.

It is never too late to start now and enjoy the goodness of oat fibre from Biogrow Oat BG22 Crispy Cereal Snack Pack anytime, anywhere.

■ For more information, call 03-7956 2220 (Monday to Friday, 9am to 5pm), e-mail info@biogrow.com.my or visit www.fb.biogrow.com.my.