




DISCLAIMER- COMPLAN FOR KIDS

1	2x faster growth, supports memory and concentration - *	Refers to outcome of a clinical study amongst 800 children over 12 months, published in Ind. J. Nutr. Dietet., (2008), 45, 449, 495 comparing kids who consume usual daily diet vs. kids who consume usual daily diet plus 2 recommended serves (2 X 33 g) of Complan. The word '2X' wherever it appears refers to '2X Faster Growth'. The details of incremental height increase for boys and girls are given in Table: 3 pg. 453 and Table: 4 pg. 454. Growth and cognitive development are influenced by genetic, nutrition and environmental factors. Complan to be taken as a part of daily balanced diet.
2	Milk Protein Power- ◇	Complan contains 18% protein sourced 100% from milk.
3	50% less added sugar ‡	50% less added sugar as compared to previous formulation of Complan Kesar Badam/Creamy Classic/Royale Chocolate/ Pista Badam Flavour.
4	40% RDA- +	2 serves of Complan in a day meets 40% of Protein Recommended Daily Allowance for a 7-9 year old child. 1 serve of Complan = 33g Complan + 150 ml water
5	63% more protein- #	Complan New Royale Chocolate contains 18 g Protein / 100 g, while the leading malt-based food drink for children has 11 g Protein / 100 g. (Complan New Royale Chocolate-pack January 2025, and malt-based food drink-pack January 2025). In one serving (33 g) of Complan contains 5.94 g protein, whereas one serving (27 g) of the malt-based food drink contains 2.97g of protein. Complan has 100% milk protein. Refer pack for more details. 
6	^	Food and Agriculture Organization/World Health Organization (1990). Protein quality evaluation; report of the joint FAO/WHO expert consultation. FAO Food and Nutrition Paper 52, Rome, Italy.
7		Dairy Based Beverage Mix (1.1.2), Proprietary Food



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8		Creative visualization, Complan does not contain fruits and vegetables. Complan to be taken as a part of daily balanced diet.
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