

demeter



Holle
biodynamic
since  1934



**Your baby – the most important
reason to give the very best.**

All about breastfeeding and infant milk formula





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Dear Parents,

Even before the birth of your baby, an exciting and incomparably beautiful **time of discovery and wonder** begins. A unique relationship between you and your little one comes into being.

In the first months after your baby comes into the world, they need, alongside love and security, one thing above all: proper nutrition. **Breast milk is the best thing for your baby.**

Those who cannot breastfeed, or cannot do so sufficiently, can place their trust in Holle as an experienced manufacturer of Demeter baby food. As far as possible, we offer you various gently processed **formula in carefully tested, premium organic and biodynamic quality.**

But what do you need to know about breastfeeding and infant formula? You will find out in our guide – and also receive **numerous tips on your baby's first food.**

Yours,
The Holle team



Important note

Breastfeeding is the best thing for your baby because breast milk provides your child with all the important nutrients they need for growth and development. A wholesome diet for the mother during pregnancy and lactation is particularly important. If breastfeeding does not work or is not sufficient, infant formula can be used. Please be aware that an increase in the provision of infant formula can be detrimental to milk production. If you make the decision not to breastfeed your baby, it is physiologically difficult to undo this decision. If infant formula is used, we would like to point out that it is important for the health of your baby to precisely follow the directions for preparation and storage. Before you decide to use this product, consult your doctor or health worker for advice.

A photograph of a woman with long brown hair holding a baby. The woman is looking down at the baby with a gentle expression. The baby is looking directly at the camera with large, dark eyes. The background is a soft-focus green, suggesting an outdoor setting with foliage. A blue circular graphic is overlaid on the bottom left of the image, containing text.

First liquid, then solids

Holle recommends four to six months of exclusive breastfeeding followed by breastfeeding in conjunction with age-appropriate and balanced solid foods. This facilitates an increase in the tolerance of newly introduced foods. It is possible to start introducing solids after completion of the fourth month at the earliest – base this on the needs of your child.

BREAST MILK IS THE BEST THING FOR YOUR BABY

Needs should be met

Breast milk provides the best and most natural nutrition for your baby. It satisfies thirst, hunger and the need for closeness at the same time.

In the process, it provides the exact nutrients and substances that your little one needs to grow and to build up their immune system. Breastfeeding therefore protects your baby against infections and prevents inflammation. In addition, it reduces the risk of overweight problems later on and promotes the development of a baby's face and mouth muscles.

Benefits for mothers, too

Breastfeeding is also good for mothers. Risks of infection after childbirth fall; the uterus returns to its normal size faster; weight loss after pregnancy is supported; and the risk of breast and ovarian cancer before menopause is reduced. In addition, oxytocin secretion consolidates a positive mother-child relationship.

In the process, breastfeeding is not only good for the wallet; it is also highly practical – you always have your breast milk with you and at the right

temperature. Therefore, you can conveniently breastfeed your child at any time, and the quantity and composition will naturally meet their needs.

Incomparable benefits

- ✓ Breastfeeding provides particularly intimate moments with your baby and can strengthen the emotional bond to one another.
- ✓ You deliberately take the time for your child and also find calm in the process.
- ✓ Your baby can relax at the breast and will find food, tenderness and comfort here, and will often sleep here. All this provides assurance, security and stability.
- ✓ The ability to nourish your child with your own milk is a gift.

BREASTFEEDING BASICS

An optimal supply from the outset

Breastfeeding begins immediately after birth. If your baby is lying on your tummy, they will often search for the nipple and begin to suck it instinctively.

The initial yellowish colostrum is highly concentrated, nutritious and packed with important antibodies for the immune system. After a few days, the body forms the whitish milk – this should be supported with frequent and regular placement on the breast after the birth.

Everything will sort itself out

Ideally, you should familiarise yourself with the topic of breastfeeding before birth. Your midwife or lactation consultant can show you various feeding positions and explain when each is appropriate.

To begin with, your child will only drink very small quantities, but often eight to twelve times in 24 hours; this is also required at night – at least in the first six months.

Initial tweaks and pulls when feeding are perfectly normal and will disappear naturally after a short time once your baby becomes used to breastfeeding. Drinking also takes longer initially. After a few weeks, your little one will empty the breast far quicker.

The right placement

- ✓ **The baby's ear, shoulder and hip should be in line when breastfeeding.**
- ✓ **Touch the baby's lips with the nipple so that the reflex to open the mouth is triggered.**
- ✓ **As soon as it is wide open, pull the baby towards you so that the nipple and as much of the areola as possible are covered. The lips are pulled outwards.**
- ✓ **It may take a little time until the baby is correctly latched, sucks correctly and you have both found a position in which you feel comfortable.**



Very thirsty

At high temperatures or if your child has a fever, they require more liquids, which can actually also be met by exclusive breastfeeding. For this purpose, in addition to the usual breastfeeds, place your child briefly on the breast so that they receive only the thirst-quenching foremilk.



The first few months with the new family member will provide plenty of love, joy and a lot of questions.

Ideally, place your child on the breast before they scream with hunger. To promote the let-down of milk after childbirth, if babies are sick and especially drowsy or are not thriving, offering the breast more frequently can be useful.

Offer both sides

You should always first allow your baby to empty the breast and, after a short break, offer the other side to fill your baby up. Emptying the breast stimulates the production of more milk.

What is meant by breastfeeding on demand?

Your child will indicate when they want to be breastfed. Therefore, do not breast-feed according to the time of day, but rather learn to recognise your baby's early signs of hunger, such as:

- ✓ Becoming more restless and turning their head back and forth
- ✓ Licking, sucking and smacking their lips
- ✓ Sticking their tongue out and putting a hand in their mouth

Burping prior to switching sides and after feeding helps to get rid of any swallowed air and prevent digestive problems, as well as to reduce possetting. Don't worry: bringing up a little (such as a mouthful) of milk after breastfeeding is perfectly normal.

Regarding quantities and frequency

The quantities per meal can vary considerably. Don't let this worry you. A child's needs can change during the course of the day and a new requirement can even crop up after weeks. During so-called growth spurts in particular, your baby will demand the breast more often. Demand regulates offering here. Classic times for such growth spurts in full-term children are between approximately the seventh and fourteenth

day, the fourth and sixth week, and the third and fourth month.

Until a routine has been established and the gaps between feeds have increased, breastfeeding will be a hallmark of day-to-day life with your baby. A new mummy should therefore ensure plenty of time, calm and patience when it comes to breastfeeding. In spite of fatigue and many new tasks, you should approach breastfeeding calmly and accept support.

Is your child drinking enough?

You will know if your child is drinking enough by the gulping noise they make and the fact that they are relaxed after breastfeeding, gain weight in line with age and wet up to six nappies a day.

Mum and baby enjoy quiet snuggly moments.





Keep at it ...

because it's worth it.
Many problems can be
remedied by simple natural
aids, the correct feeding
position, and also a little
peace and serenity.

DIFFICULTIES WITH BREASTFEEDING

Starting anything can be difficult

A person breastfeeding for the first time will be surprised at how her own body changes and what marvels it is capable of.

Whether born at term or early, whether there were multiple births or whether a caesarean section was necessary – breastfeeding is always best and is, generally speaking, always possible. But experiencing initial difficulties or uncertainties during breastfeeding is perfectly normal.

Patience, patience

An unpleasant experience of milk coming in during the first few days; an occasionally strong let-down reflex with very full breasts; too little or too much milk; irritated nipples due to possible latching or sucking difficulties; a nipple shape that makes suckling more difficult; babies that cannot or do not wish to drink correctly; or a burdensome breast engorgement – you may not experience any of these, but they are possible.

Don't be discouraged; you are not alone! Ensure that you confide in your midwife or

lactation consultant in a timely fashion, and they will assist you along your journey.

You should allow your midwife or lactation consultant to demonstrate the techniques of breast massage and hand expressing in particular, which are especially vital in the event of blockages, too much milk or a strong let-down.



Dietary tips for lactation

Drinking enough is especially important for ensuring that enough milk is produced for breastfeeding.

Ideally, drink a glass of water, sparkling fruit juice, unsweetened tea or breastfeeding tea during every breastfeed and ensure that you drink between 1.5 and 2 litres a day. Caution: Excessive drinking – unless it is very hot – is neither necessary nor does it increase the quantity of milk.

Eat what is good for you. A varied, regular diet covers the increased need for nutrients when breastfeeding and ensures nutritious

breast milk. Quality is more important than quantity here.

Diversity also tastes good for your baby

At the same time, many foods influence the taste of breast milk, thus preparing your little one for the variety of solid foods. Do yourself, your baby and the environment some good and buy



A selected herbal blend of aniseed, fennel, cumin and lemon balm can support milk production and promote the regulation of fluid levels. Use from the end of the pregnancy and during the entire lactation period.





Help yourself!

- ✓ Plenty of plant-based foods: eat colourful and, in particular, green foods; eat five portions of fruits and vegetables per day
- ✓ High-quality carbohydrates each day: pasta, rice, potatoes, pulses and, ideally, wholegrain products
- ✓ Regular dairy products, eggs, meat, nuts
- ✓ Fish once or twice a week (e.g. fatty sea fish such as salmon or mackerel)
- ✓ Vegetable oils, nuts and avocados, as well as fish, provide omega-3 fatty acids, which are important for the development of the brain
- ✓ Only a few fat- and sugar-rich meals
- ✓ In addition, 100 to 150 µg of iodine a day in consultation with your doctor



seasonal and local and, ideally, organic foods.

Restricting your meal plans is, however, unnecessary! Not every baby reacts with a sore bottom after the consumption of citrus fruits or gets gassy after cabbage, pulses, onions or garlic. Try it yourself and observe carefully whether your child reacts or not.

For the purposes of allergy prevention, too, you also shouldn't simply cut out foodstuffs. Only avoid foods in your diet if you clearly establish a directly associated intolerance in your child – and you should ideally speak to a nutritionist beforehand.

Food taboos

- ✗ Alcohol is passed on to the baby through the mother's milk and can cause irrevocable damage to your baby's development. Nicotine is also found in breast milk. Alcohol consumption and smoking should therefore be absolutely off limits.
- ✗ Caffeinated drinks such as cola, coffee, and green and black teas should only be enjoyed in moderation as caffeine also passes into breast milk and can disturb the child's sleep.

Creating new flexibility

As a practical complement to breastfeeding, you can express your breast milk with the aid of an electric or manual pump. If your little darling is hungry, the milk can simply be given in a bottle.

As a mother, you are thus creating flexibility and can still offer your baby the best nutrition. In addition, pumping helps to increase lactation in the event of low milk production. A positive side effect: the father can now provide support with night feeds using the bottle so the mother can have a restful night's sleep. This can also strengthen the father-child relationship.

Thorough cleaning

Babies are particularly susceptible to bacteria and germs. Ensure not only that you have clean hands and perfectly hygienic equipment during use, but also take the time to carefully clean the milk pump afterwards.

After each use, all parts that come into contact with the milk or the breast should be cleaned with warm water, a mild detergent and a clean brush and then rinsed with water and stored dry.

You should also sterilise pump parts, bottles and teats in a steam steriliser or boiling water for five minutes each day. Sterilisation is especially important in the first four to six months of your baby's life.





Pumps on prescription

Most health insurance providers cover the rental cost of an electric breast pump if your child was born too early or has problems feeding – and also if you have flat or inverted nipples or a breast inflammation. Your gynaecologist will give you the prescription.



The father can also provide support with feeds and thus strengthen the father-child relationship.

If you have any questions regarding expressing, ask your midwife, lactation consultant or family welfare advisors.

Get everything flowing smoothly

It is important to create a routine and, above all, to ensure calm while expressing so that milk production can be initiated accordingly. To get the milk flowing, massages and a hot shower can help. Seeing your baby or a photo can also

help when pumping. A good time for expressing is about one hour after a breastfeed. This gives the body enough time to produce more milk by the next breastfeed.

You will soon have found the best time for you so you can establish a rhythm.

STORING BREAST MILK CORRECTLY

Optimally stocked

To collect and store the breast milk, ensure overall perfect hygiene. To do this, use appropriate bottles or bags. A tip: Label all containers in the fridge or freezer so that the oldest supplies are always used first.

Milk that has been pumped within 24 hours can be stored together. Important: First, allow the freshly expressed milk to fully cool and only then add it to the already-cooled expressed milk.

Freezing is allowed

It may also be useful to freeze smaller portions of breast milk (60 to 100 ml) so as to throw away as little as possible if your baby is not so hungry. You can defrost frozen milk in the refrigerator overnight or, if you need it more quickly, in a water bath of warm water. Once thawed, milk must not be frozen again, but it may be stored unopened for 24 hours at +4 °C.

Cooling correctly

- ✓ Use the milk within six to eight hours at room temperature (20–22 °C) or in a battery-operated cool bag (approx. 15 °C)
- ✓ Store the milk for a max. of 72 hours in a refrigerator at 4 °C (lowest compartment right at the back)
- ✓ The milk can be kept for up to six months in the freezer at –18 °C (however, you should use it within two months as the needs of the child change over time)

Warning!

Do not thaw the milk in the microwave as important components can be destroyed due to the high temperatures. Prior to feeding, you should gently swirl the milk and warm it in a bottle warmer or water bath to drinking temperature (approx. 37 °C). Test the temperature on the back of your hand.



FORMULA FOR THE EARLY DAYS

If not (exclusively) breastfeeding

Sometimes breast milk is not the best food for your little one or is only available in small quantities. If it cannot be increased by more frequent feeds or expressing, infant formula is a helpful supplement or sometimes the only food alternative in the first months of life.

Suitable from the beginning

The composition of infant formula is strictly regulated by law. It provides your child with all the important nutrients so that he or she can develop in a healthy way if breastfeeding is not possible, or not in sufficient quantities. Infant formula (labelled with 'PRE' or '1') within formula milks are suitable for exclusive use or as a supplement from birth. Holle offers you Organic Infant Formula as PRE* and 1 made from cow's and goat's milk of the best organic quality to Demeter standards.

Bottles can reduce milk production

Those who wish to bottle-feed only as a supplement should breastfeed more frequently than giving a bottle. Otherwise there is a danger that less and less breast milk will be produced. Plan when you will breastfeed and give supplementary bottles. Thus your body learns when it needs to produce milk. At breastfeeding times, make sure that your little treasure completely empties the breast. Your child thereby receives the lower-fat foremilk and the hind-milk, which is richer in fat. The subsequent production of milk is then optimised.

**Label not available in English.*



Tips if your baby won't take the bottle

If your child initially has problems drinking from a bottle, the following tricks can help:

- ✓ **Keep at it:** offer the bottle again and again on a regular basis, ideally when your baby isn't too hungry yet.
- ✓ **Try, if possible, to offer breast milk from the bottle at first;** your child is already familiar with it.
- ✓ **Try different teat shapes, but don't overtax your child and pause for a few days before you introduce a new one.**
- ✓ **Let someone else give the bottle.**

Don't forget: at the end of the first year of life, children can already learn to drink from a cup!

A gentle farewell to the breast

With the start of weaning, that special closeness to your baby gradually goes away. At first, this is new and unfamiliar for you and your child.

For this reason, take your time during this phase and give your baby plenty of attention by replacing intimate breastfeeding with cuddles and playing. Only wean if you yourself have the feeling

that the time is right. And if you wish to continue breastfeeding after the first or second year, this is also possible.

Just don't rush

With slow weaning, you can avoid your breasts becoming too full and painful. Depending on the age of your baby, replace individual feeds at intervals of three to four weeks with a bottle or solid food. Milk production will thus gradually be reduced.

Also be aware that the decision not to breastfeed any longer is almost impossible to reverse if milk quantities are already significantly reduced. Should you need to wean more quickly than desired for health or other reasons, contact a lactation consultant or midwife.

How to make things easier

If the breast hurts during weaning:

- ✓ **Massage the breast occasionally or express a little milk.**
- ✓ **Cool soft-cheese and cabbage compresses can also help.**
- ✓ **Do not let your child empty the breast completely any more. This then stimulates milk production less.**
- ✓ **Reduce the amount you drink a little. A cup of sage tea a day can also reduce the milk production.**



Starting on pureed foods

Holle recommends four to six months of exclusive breastfeeding, followed by further breastfeeding in conjunction with age-appropriate and balanced solid foods. This facilitates an increase in the tolerance of the newly introduced foods. Solids can start to be introduced after completion of the fourth month at the earliest and by the start of the seventh month.

THE SIX PRINCIPLES BEHIND OUR THOUGHTS AND ACTIONS

Sustainable from the beginning



The ear of a corn perfectly symbolises how we view the concept of sustainability. It represents the origins of the Holle brand, which started processing grain in line with biodynamic standards 90 years ago. It is also used in our company logo. The ear also represents the fruit that can be grown thanks to our holistic, future-oriented thinking and action: A sustainable, social and fair future.

From the beginning, we have supported pregnant women and young families from the infant years to nursery – and sometimes even beyond. Pure recipes without additives, raw materials from organic farms with whom we maintain long-term, fair partnerships, as well as protecting the soil, animals and the environment. We feel profoundly committed to all these principles. Like the grains of an ear of wheat, they are tightly interwoven.

We are thus convinced that we can only be useful and sustainable if we respect this holistic nature and live it as a company philosophy.

For us, this means being
Sustainable from the beginning.

FIND OUT MORE:
holle.ch/en/our-responsibility



HIGH QUALITY

Holistically natural

It is the Demeter milk that makes our Holle formula so special.

In Demeter farming, the holistic quality of the products takes centre stage; compliance with the strictest policies throughout organic farming is continuously verified by independent institutes.

The Demeter logo consists of the word "demeter" in a lowercase, sans-serif font, with a green underline that curves upwards at the end. The logo is set against a white background within an orange-bordered box.

What makes Demeter so special?

- ✓ natural cycle management without exploitation of the soil
- ✓ quality instead of quantity
- ✓ animal welfare
- ✓ avoiding animal hormones and growth regulators
- ✓ natural manures and rejection of all chemical herbicides and pesticides
- ✓ no chemical additives during processing

Demeter cow's milk is of high quality and has the best taste – all this is primarily thanks to the appropriate rearing of the cattle: they live in small herds, are able to go out to graze on a regular basis, are only fed organic feed with plenty of hay and green fodder – mostly from the farm itself. This makes the animals robust and full of vigour. In addition, Demeter cows are allowed to keep their horns. According to Demeter farmers, these are important for the digestion of feed and thus also affect the quality of the milk. Our Demeter cow's milk comes from certified farms in southern Germany.

What matters

Did you know that our formula milks only include what will benefit your little one's well-being? In order to keep them as natural as possible, we add only what is legally stipulated. All ingredients are strictly controlled so that we can achieve maximum product safety.



**Every living
creature deserves
respect.**

Animal welfare is therefore an integral part of the Demeter guidelines. The Demeter farmers ensure a dignified life for their animals. This includes good organic feed, freedom to roam, enough space in the pen and a name for each cow. Antibiotics are not administered preventively, but only in a medical emergency.

AN OVERVIEW OF FORMULA

A good supply from the second year

Your child's nutritional requirements increase as they get older. Holle offers the right product for every age.

In terms of their nutritional composition, follow-on formula are tailored to the age of the child and the solid food that will be given alongside these milks.

CONTAINS
DHA!*

Holle organic formula from cow's milk

Name	PRE*	1	2	3	4*
Age	From birth onwards	From birth onwards	After 6 months	From 10 months	From 12 months
Notes	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or exclusive bottle feeding. ✓ Contains only lactose as a carbohydrate source. ✓ According to the law, contains all the vitamins and minerals the baby needs. 	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or exclusive bottle feeding. ✓ According to the law, contains all the vitamins and minerals the baby needs. 	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or to replace breast milk and only in conjunction with solid food. ✓ Adapted to the needs of growing infants. ✓ Contain lactose, maltodextrin and starch as a carbohydrate source. ✓ According to the law, contain all the vitamins and minerals the baby needs in addition to solid food. ✓ Suitable for the preparation of Holle organic cereals. 		

The energy content of infant and follow-on formula is almost identical.

* As required by law for all infant & follow-on formula

Holle Organic Follow-on Formula 2

Holle Organic Infant Follow-on Formula 2 with cow's milk is part of a mixed diet of bottles and pureed meals. If at seven months your child is not yet receiving a full solid meal a day, delay the Follow-on Formula 2 a little and instead use a Holle Organic Infant Formula (PRE* or 1).

Holle Organic Follow-on Formula 3

Holle Organic Growing-up Milk 3 with cow's milk is suitable for the increasing nutritional requirements of older infants from the tenth month. It is also suitable as part of a mixed diet with bottles and pureed meals and is not suitable for exclusive bottle feeding.



Holle Organic Growing-up Milk 4

Holle Organic Growing-up Milk 4 with cow's milk is recommended for older babies from the twelfth month and small children up to the end of the third year who are not yet 'good' eaters, or are very picky. It provides your child with all the important vitamins and minerals that are not yet obtained in sufficient quantities from solid food.

From the seventh month, you can switch to a follow-on formula if your breast milk is insufficient or breast-feeding is not possible and your child is already eating solids.

* Label not available in English.

Back to the origin: the Holle Organic Infant Formula from A2 milk

A₂

Holle A2 organic milk formula contains a selected mix of whey protein and casein. Our organic A2 milk is sourced from specially selected cows that naturally produce only the A2 protein type and no A1.

**CONTAINS
DHA!***

Holle organic formula from cow's milk

Name	1	2	3
Age	From birth onwards	After 6 months	From 10 months
Notes	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or exclusive bottle feeding. ✓ Contains only lactose as a carbohydrate source. ✓ According to the law, contains all the vitamins and minerals the baby needs. 	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or to replace breast milk and only in conjunction with solid food. ✓ Adapted to the needs of the growing infant. ✓ Contain maltodextrin and starch as a source of carbohydrates. ✓ According to the law, contain all the vitamins and minerals the baby needs in addition to solid food. ✓ Suitable for the preparation of Holle organic cereals. 	

The energy content of infant and follow-on formula is almost identical.

* As required by law for all infant & follow-on formula

How do you determine which milk protein the cows produce?

An organic material sample is taken directly following a calf's birth (2 - 3 days) when its ear tag is inserted. This sample is used to establish its genotype in an accredited laboratory.



Holle A2 Organic Follow-on Formula

Our A2 Organic Follow-on Formula with A2 milk offer an alternative to standard cow's milk-based products because babies and children with sensitive digestive systems in particular might tolerate it well. The organic A2 milk formula do not differ in taste from our cow's milk formula.

The organic A2 milk formula contain all the important vitamins, minerals and nutrients your baby needs. The ingredients come from organic European agriculture.





NEW: The only formula made from goat's milk in Demeter quality

**CONTAINS
DHA!***

Holle Organic Formula from goat's milk

Name	PRE	1	2	3	4
Age	From birth onwards	From birth onwards	After 6 months	From 10 months	From 12 months
Notes	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or exclusive bottle feeding. ✓ Contains only lactose as a carbohydrate source. ✓ According to the law, contains all the vitamins and minerals the baby needs. 	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or exclusive bottle feeding. ✓ According to the law, contains all the vitamins and minerals the baby needs. 	<ul style="list-style-type: none"> ✓ Suitable for supplementary feeds or to replace breast milk and only in conjunction with solid food. ✓ Adapted to the needs of growing infants. ✓ According to the law, contain all the vitamins and minerals the baby needs in addition to solid food. ✓ Suitable for the preparation of Holle organic cereals. 		

The energy content of infant and follow-on formula is almost identical.

** As required by law for all infant & follow-on formula*

Palm oil-free

Improved recipes with wholesome biodynamic and organic goat's milk make it possible to replace the palm oil. Along with vegetable oils, goat's milk fat provides the necessary saturated fatty acids, making the use of palm oil superfluous. Holle formula from goat's milk offer a good alternative for any parents looking to stop using formula containing palm oil.

Advice recommended

Seek advice of independent health professionals or our Holle nutritional advice service if your child requires infant formula or a special diet or if you cannot breastfeed sufficiently.

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Holle Organic Follow-on Formula from goat's milk

Our Organic Follow-on Formula 2, 3 and 4 from goat's milk are an alternative for parents who wish to or have to deliberately avoid cow's milk when feeding their child – for example, because the child tolerates goat's milk better. Because the milk comes from goats rather than cows, it has a different flavour. Holle Organic Follow-on Formula from goat's milk contain all the important vitamins, minerals and nutrients that your baby requires. Our goat's milk comes from farms that meet the criteria of the Demeter standard as well as the EU organic standards.



* EU-organic (not demeter)

QUESTIONS AND ANSWERS ON INFANT MILK FORMULA

How come? For what reason? Why?

What distinguishes our Infant Formula?

- They are suitable for exclusive use or to supplement breast milk from birth
- Like breast milk, the only carbohydrate contained in PRE is lactose

What lies behind ARA?

ARA, also known as AA, (arachidonic acid) is a long-chain, polyunsaturated omega-6 fatty acid that is also naturally contained in breast milk.

Whether you give Infant Formula PRE or 1 depends on your infant's preference. Some children are a little hungrier, which is why they may be happier with Infant Formula 1.

What lies behind DHA?

One ingredient – DHA – is compulsory. DHA (docosahexaenoic acid) is a long-chain, polyunsaturated omega-3 fatty acid that can also be found in breast milk. DHA contributes to visual development. The beneficial effect arises with daily consumption of 100 mg of DHA.

To obtain DHA, either algae itself is used (Holle milk formula based on cow's and goat's milk) or fish that feed on the algae (Holle A2 milk formula). Previously, adding DHA was optional. DHA was not added to our organic recipes until now.

By setting a minimum salary for DHA, the 2020 legislature has made the addition made the addition mandatory.



Why does Holle use organic palm oil?

Palm oil is the oil pressed from the pulp of the oil palm. For Holle, palm oil is an indispensable part of the fat mix we use for our infant milk formula together with rapeseed and sunflower oil.

As one of the oldest producers of food to Demeter quality, Holle takes its responsibility towards people and the environment very seriously. We therefore place particular value on selected recipes and ingredients that are well tolerated. Infants in their first year of life have special needs and require a high

proportion of saturated fats. Breast milk also contains 51 per cent of this.

Most vegetable oils consist mainly of single or multiple unsaturated fatty acids. There are only very few that contain a high proportion of saturated fatty acids. Palm oil assumes a special position among them because other potential oils contain unwanted components. Palm oil on the other hand is considerably better tolerated for many children; this is due in particular to the fact that breast milk itself contains palmitic acid.

From sustainable production

Palm oil production has the highest yield per area compared to all other oils. Holle organic palm oil is produced in sustainable plantations in Colombia, Ecuador and West Africa taking into account social and ecological considerations. In addition to reasonable payment for the workers on-site, the palm oil is cultivated as permaculture without the use of pesticides. Neither slash-and-burn agriculture nor any other clearance of old-growth forest is conducted. Our palm oil is RSPO-certified under the leadership of the WWF. For more information, visit www.holle.ch/en/our-responsibility/partnerships/



A₂

What are follow-on formula?

Follow-on formula are adapted to the needs of infants in the second six months of life; they contain slightly higher levels of vitamins and minerals compared to the infant formula. In addition, they contain a slight starch supplement to provide carbohydrate.

Why is starch useful in follow-on formula?

Starch is a complex carbohydrate that, when compared to lactose, leads to prolonged satiation as it is digested more slowly. With the addition of starch, milk becomes thicker.

The energy content of follow-on formula is very similar to that of breast milk and infant formula.

You also feed your child starch naturally with weaning foods, primarily via cereal components, as well as fruits and vegetables.

What is the difference between formula with cow's milk and goat's milk?

The main difference lies in the source of the milk and therefore in the taste. It may be that a formula with goat's milk is better tolerated – but this will not necessarily be the case. In contrast to cow's milk, goat's milk contains more short- and medium-chain fatty acids. These can sometimes be digested a bit more easily by the body.

The statutory requirements regarding the composition of formula from cow's milk and goat's milk are identical.

Allergies

In the event of an allergy to cow's milk, it depends on which protein your child reacts to. If he or she only reacts to casein, goat's milk can still be tolerated. Compared to cow's milk, certain proteins in goat's milk have a different structure. It is therefore better tolerated by some children.

Please discuss your allergy suspicions urgently with your paediatrician.

Why does Holle offer A2 infant formula?

Cow's milk primarily consists of proteins, fats, lactose and water. By law infant formula must be enriched with the additional vitamins, minerals and fats which babies and toddlers require for their healthy development. Holle has always had its own strategy in this regard – keep all milk formulations as pure as possible. Holle A2 infant formula thus correspond perfectly to our philosophy and is the ideal addition to our product range. Holle A2 milks are based on cow's milk in its most natural form and sourced from A2 herds whose purity is proven.

What is the difference between A1 and A2?

Nowadays, regular cow's milk contains two main types of β -casein protein, A1 protein and A2 protein. Originally, all cows were A2 cows. Over time, as a result of mutation, dairy cows started to produce A1 β -casein.

Milk contains various proteins known as caseins and whey proteins. The β -casein in A1 and A2 milk differs at just one position in the chain through the presence of different amino acids.

When A2 milk is digested, no BCM7 (bio-active protein fragment) is released. BCM7 is the result of protein breakdown that is believed to have various non-beneficial effects.

What effects does BCM7 have?

No recognised scientific evaluation of this topic is currently available. Nevertheless scientists believe that BCM7 has a variety of positive and negative characteristics, none of which could, however, be definitively confirmed by existing studies. Following systematic scientific evaluation it however appears most likely that some children's gastrointestinal tracts are better able to tolerate A2 milks than A1 milks. Further scientific studies are, however, required to support such practical empirical findings. In addition to this, it must be emphasised that: A2 milk products cannot be used as substitutes for children who have been diagnosed with a cow's milk protein allergy.

Can dairy cause constipation or colic?

Digestive problems are non-specific and have a variety of causes. Primarily, the immaturity of the digestive system in the first few months and the transition to solid food are responsible for potential difficulties.

In addition, changing from breast milk to infant formula or the transition from one infant formula to another can sometimes cause slight transient digestive problems. Be patient here. Even delayed bowel movements over several days can be normal. If your child is already eating solids, avoid constipating foods such as all varieties of rice, raw apple, banana and carrot.

Is it possible to overfeed my baby?

Infants have a naturally functioning hunger and satiation mechanism. They smack their lips, become restless or cry when they are hungry and stop drinking or turn their head away when they are full. Pay attention to your child's signals. A weight gain in the first few months of life is, of course, desirable. As long as you do not force your child to eat, they will not be overfed. Provide infant formula on demand as with breast milk, i.e. when your child is hungry.



Each child is different and eats/drinks differently – one will consume more, another less. What is important is to trust your instincts and ensure that your child is happy and developing normally. If you are unsure, do not hesitate to speak to your midwife, lactation consultant, family welfare advisor or paediatrician.

Are the drinking quantities from the feed table compulsory?

Don't be concerned by your child's varying consumption. Drinking quantities depend entirely on the specific age, quantities of breast milk and solid foods, growth, teeth, state of health, and many other factors. The indications on the packaging are therefore only indicative values.

The correct approach

- ✓ Good hygiene is of the utmost importance: always wash your hands and clean the bottle equipment immediately after each use. Then sterilise the bottles (especially important in the first four to six months).
- ✓ Prepare the bottles according to package instructions.
- ✓ Discard any leftovers after no more than an hour (at room temperature).

QUESTIONS AND ANSWERS ON PREPARATION

About boiling, shaking and storing



Must water always be boiled?

This is especially necessary in the first four months if you use tap water. You can then kill off any undesirable microorganisms in the water.

Why should the water have a temperature of around 50°C?

This is the optimal temperature for dissolving the milk powder. This is particularly important in the case of follow-on formula 3 and 4 with

a higher starch content. It cools quickly to drinking temperature (approx. 37°C).

How should I store formula?

We recommend that the open pack is sealed well with a clip and stored in a dry place protected from direct sunlight – preferably at room temperature.

Use the open product within approximately two weeks. Unfortunately, we cannot exclude the possibility that some vitamins will slowly break down after the product has been open for much longer.

Can I extend the shelf life?

Unfortunately, there is no method of doing so. You should never freeze the milk powder nor store it in the refrigerator. Because of the humidity, there is a high risk that the powder will not only clump together, but also spoil.

Let it run

You should always allow drinking water from the tap to run briefly beforehand and take it when it gets cold. If you are unsure about the quality of your tap water, have it checked or use bottled water with a label indicating that it is suitable for making infant food.

How do I prepare the bottle at night or on the go?

Ideally, keep boiled water in a vacuum flask. Prepare the required quantities of milk powder in bottles. If the water is too hot, mix it with water that has already cooled down more.

Can I prepare bottles in advance?

Fresh preparation is always the best. If, in exceptional cases, it is necessary to prepare a bottle in advance: prepare it as normal, cool it in a bath of cold water or under running water, and store it immediately in the refrigerator for up to 24 hours.



Why won't the powder dissolve?

Make sure that you prepare the bottle exactly according to instructions. Could the water temperature be too high or too low? The milk powder dissolves best at around 50 °C. In addition, if you do not shake the mixture vigorously enough or for a sufficient time (up to 20 seconds), until foam appears, this can prevent the powder from dissolving.

It is possible that the bottle is too small, meaning that the mixture cannot be shaken correctly. Furthermore, you should make sure that the time in which the water is in unshaken contact with the powder is as short as possible.






Holle
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since  1934

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Do you have any questions for us?

If you have any further questions on feeding your baby or about our products, please contact the Holle nutrition service by telephone or email. We will be delighted to call you back.

How to reach us:

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Holle e-mail: babyfood@holle.ch

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Do you have questions
about weaning?

More information can
be found at:

holle.ch/en/guides

You can find
recipes, nutritional
insights, nutritional tips
and much more on:

