

## Baby Care & Infant Nutrition

# Advice for new mums

Mum's first trip out after the birth is likely to be to the local pharmacy. **Dawn Gay** highlights pharmacists' important role in supporting new parents

**P**regnant women and new mums are likely to be frequent visitors to their local independent pharmacy. And among many other valuable gems of advice, pharmacy staff can make new mums and mums-to-be aware that they are entitled to free prescriptions and dental care with a maternity exemption certificate (MatEx) during pregnancy and for the first 12 months after birth.

The MatEx can be obtained by filling out an FW8 form, available from a midwife, GP or health visitor. Pharmacists can provide NHS receipts to obtain refunds while a MatEx is processed.

Rishi Bhatia, owner and director at Cheshire pharmacy group RB Healthcare, says pharmacists have additional responsibilities when dispensing prescriptions for new parents: "I don't think people are aware of free prescriptions and there is a lack of knowledge, ambiguity and firsthand experience – often husbands or partners are sent in unaware. We are integral but it is often health visitors who are the first port of call for baby-related illnesses."

Mr Bhatia adds that, even with stiff competition online and in grocery stores, pharmacists still have the upper hand with baby care. He says: "A lot of baby products can be bought in grocery stores as part of a weekly shop, but at pharmacies they get the advice with a baby product. We make sure that it is appropriate for them and refer to a GP if needed."

### Promoting the baby care category

"Pharmacists and pharmacy staff can give new parents support and advice on most baby ailments – grocery just can't compete with this level of service," says Charlotte Hobson, pharmacy channel manager at P&G, owner of Pampers. Ms Hobson advises that pharmacists should direct customers to the baby category by highlighting the most popular products. "Organise the category into sub-categories and use the brand leader to draw customers.

Position at eye level, allocate shelf space accordingly and use shelf trays and point of sale materials to stand out and show availability," she says.

Pharmacists can also divide shelf space according to volume sales. Information Resources (IRI) sales data (June 2012) shows the following market split: Baby milk 37.5 per cent, baby wipes 21.0 per cent, baby toiletries 20.0 per cent, nappies 13.7 per cent, and baby food 7.2 per cent.

### Relief for colic

If only the causes of colic were as obvious as the distressing symptoms, from the trademark inconsolable crying, to wind and facial redness. This baffling condition affects up to one in five babies (Bupa).

With so much uncertainty, pharmacists can take a positive, diagnostic approach by ruling out lactose sensitivity and offering a one-week trial of Colief Infant Drops. Babies under four months with an immature digestive system often can have trouble breaking down lactose into simple sugars, resulting in colic.

The drops contain the naturally occurring enzyme lactase and can be added to breast or formula milk. Colief breaks down most of the lactose and makes the feed more easily digestible. It has been available in the UK for over a decade and, according to IMS figures for February 2013, is the number one prescribed product for colic. Research backed by Colief shows that 62 per cent of new mums have trouble dealing with their baby's crying, while 33 per cent said their baby cried more than expected.

### Innovations for Milton mums

After 65 years as a household name in sterilising, **Milton** is moving with the times and has introduced new products for today's parent 'on-the-go'. **Milton** continues to be the number one brand in the sterilising materials category (Nielsen figures 2011).

The trusted range includes sterilising fluids

and tablets, antibacterial hand gels, and surface sprays and wipes. **Milton** remains active against bacteria (*E coli*, Listeria, Salmonella, Campylobacter, MRSA and *Clostridium difficile*) as well as fungi (*Candida albicans*) and viruses such as Rotavirus and H1N1.

The new dual action Combi steriliser became the newest **Milton** gadget to join the portfolio in January. It can steam clean bottles, breast pumps, feeding utensils and toys in the microwave, with a vent technology that retains heat and releases excess steam. It can also be used with cold water and **Milton** Sterilising Tablets (the original **Milton** method). The Combi comes with a free set of tongs and sterilising tablets.

### A makeover for Sudocrem

The UK baby nappy rash market is worth £28 million (IRI October 2012) and still growing. Between 2011 and 2012, the sub-category increased by 9.5 per cent (IRI 2012).

Another traditional baby product, Sudocrem Antiseptic Healing Cream, has been part of the category for 30 years. Recent figures show that it still holds 65 per cent of category volume sales (IRI 2012). The range now includes the Sudocrem Skin Care Cream aimed at adults, introduced in 2010, and the Sudocrem Moisturising and Sunscreen mousses for babies and children, introduced in the past 12 months.

Junior brand manager David Sharp says he expects the face of the brand to evolve over the coming years. He says: "The Sudocrem portfolio of products has doubled in the space of 12 months with the addition of the Sudocrem mousse products. The familiar grey pot has been given a makeover with the addition of a new label to modernise the product and help establish it as part of a wider range of skin care products from the Sudocrem



brand.”

### **Food for thought**

An online Opinion Health survey published in May 2013 for the Feeding for Life Foundation, which promotes healthcare professionals’ (HCPs) knowledge in early nutrition, reveals that 54 per cent of HCPs would like more training on nutrition and feeding problems that arise in a child’s first six months.

In response, the Feeding for Life Foundation has launched free, evidence-based e-learning modules as part of its ‘Early-Years Nutrition Course’, available to pharmacists and HCPs. The course aims to improve early years nutritional knowledge, covering topics like feeding, deficiency, supplementation, and common problems like colic and constipation. The first two modules are currently available to pharmacists, who can log into the portal at [www.feedingforlifefoundation.co.uk/eync](http://www.feedingforlifefoundation.co.uk/eync).

Kathy Cowbrough, a dietitian and Feeding for Life Foundation member, says: “As HCPs face day to day challenges in nutrition and health, they become aware of how much there is to learn about nutrition. We hope these modules will support their training and educational needs and improve their nutritional conversations with parents.”

### **Making the ‘baby grade’**

The baby food market is filled with myriad sustainable and organic options, products for intolerances and snacks that develop the infant’s sense of taste and eating habits. Products are packaged in stages, making ranges easy to navigate and introducing new tastes and textures gradually when baby is weaned around the six-month mark.

Danone Group’s Cow & Gate sells over 41 million jars of baby food each year (Nielsen market data May 2, 2012). Its ‘Lifting the Lid on Baby Food’ report, published last spring by independent public health nutritionist, Fiona Wilcock, lays the facts on the table regarding the sustainable production of their ‘baby grade’. The report explains: “Cow & Gate enforce an additional level of control...by testing each individual ingredient as well as the finished product.

Cow & Gate senior brand manager Natalie

Hartley explains that the report has been heavily promoted: “Cow & Gate are proud of the quality of the baby grade ingredients which go into our foods, so in 2013 we have been engaging in PR and communications to demonstrate to mums and key opinion leaders the care and passion that goes into producing our baby foods. The ‘Lifting the Lid’ report demonstrates the high standards that Cow & Gate set in the sourcing and production of our products.”

### **Go Organix**

This is an eventful year for Organix. The number one brand in the organic baby food sector also boasts five of the 10 top sellers in the baby food category, including the top three selling foods (Information Resources (IRI) Data, 23 February 2013). The range includes weaning foods, finger foods, meals and goodies (nibbles like biscuits, bars and raisins), as well as recipes excluding wheat, gluten and lactose. Organix launched 10 new foods in January and plans to launch 25 more in June.

Kate Orman, senior brand manager, explains the move: “Organix has a mission to give children the best start in life, by giving parents better, more nutritious choices for their little ones. Organix is an innovative brand, always aiming to push the baby food market forward.”

IRI data has also revealed some increasingly popular infant food types – a step away from traditional jars: “Fruit snacks are the fastest growing sector and Organix Goodies are number one in this category. Organix also has a strong track record of success with cereal bars. Rice cakes are the most popular finger foods for babies under 12 months and we are continuing to develop new flavours to meet the demand in this category,” says Kate Orman.

She explains that popular finger foods are an essential part of babies’ diet throughout weaning, helping them to ‘pincer grip’ food and use hand-eye coordination to feed themselves. “It encourages a healthy relationship with food right from the start. That is why Organix also has a range of finger foods available that are suitable from seven months and are carefully designed to aid babies’ development.”

## Product update

### NATURAL TEETHING REMEDY

Boiron has launched Camilia, a “new solution for teething babies in the UK”. Composed of three homeopathic ingredients – Chamomilla vulgaris 9c, Phytolacca decandra 5c and Rheum 5c – it is intended to treat a variety of symptoms associated with painful teething, such as irritability, digestive disorders and cold-like symptoms. The product is described as very hygienic and easy to use with sterile single-dose containers, each containing 1ml of oral solution. The oral solution is free from preservatives, sugar, lactose and ethanol. The recommended retail price is £6.95 for a box of 10 single-dose containers. Available from Alliance Healthcare, the PIP code for the product is 379-3643.

**ALLIANCE HEALTHCARE 0845 8736166**



### SUGGESTION FOR COLIC

Pharmacists can suggest that parents of babies with colic try Colief Infant Drops for one week to help them discover if sensitivity to the milk-sugar lactose could be the root of the problem, suggests supplier Forum Health. The company adds: “If there is a noticeable improvement in symptoms in the space of a week, the drops can be used longer term to ease the symptoms”. It says: “By four months old, a baby’s digestive system should have developed sufficiently to be able to digest their feeds properly. Parents can start to wean their babies off Colief, first, by halving the drops per feed, then using at alternative feeds, then using for just one feed per day before complete withdrawal.” The recommended price of Colief Infant Drops (7ml) is £11.99.

**FORUM HEALTH PRODUCTS HEALTH@FORUMGROUP.CO.UK**



## Product update

### BABY SIZE DOUBLED

New BabyD 30ml replaces the 15ml bottle with the trade/NHS price unchanged. The recommended resale price has been reduced by 24 per cent, “offering better value”. BabyD is a food supplement formulated for infants, young children and expectant/breastfeeding mothers. It is an oral solution of vitamin D3 (1,000 IU/ml), and is said to be aligned with the Chief Medical Officer’s recommendations for daily vitamin D supplementation for infants, young children and adults. The product is supplied with an oral dosing syringe. Trade price: £4.50. RRP: £7.99. PIP code: 377-9675.

**KORA HEALTHCARE 0845 3038631**



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### SEA WATER SPRAY

Stérimar Baby is a 100 per cent natural sea water nasal spray. It is said to unblock babies’ noses and to prevent the onset of colds and infections. The specific formulation, rich in sea minerals, washes away germ-filled mucus and impurities while rebalancing nasal functions to help keep a clear and healthy nose, says supplier Church & Dwight. The 50ml pack has a nozzle designed to fit the smallest nostrils, “even new-borns”. The product is “100 per cent natural, antihistamine-free, steroid-free, and has no preservatives or additives”, and “has no known side effects”. It is available on prescription.

**CHURCH & DWIGHT 01303 858821**



### EVERYDAY PROTECTION WITH BEPANTHEN

Bepanthen Nappy Care Ointment has been specifically designed for delicate baby skin, says manufacturer Bayer UK. The product forms a “transparent, breathable layer, helping to protect baby’s skin from the irritants and rubbing that can cause nappy rash”. It contains Provitamin B5, which “helps keep sensitive skin soft, smooth and moisturised”. The “kind-to-skin” formulation is “free from fragrances, preservatives, colours and antiseptics which can irritate delicate skin”. The product is said to be so gentle that it can be used “at every nappy change for the most sensitive of skins, including that of premature babies”.

**CEUTA HEALTHCARE 01202 449763**





### METANIUM GETS THUMBS UP

200 parents, recruited from Mumsnet ([www.mumsnet.co.uk](http://www.mumsnet.co.uk)) tested Metanium Everyday Barrier Ointment and the majority said that they would be likely to recommend Metanium to other mums, says supplier Thornton & Ross. Results of this product testing will be used in a promotional campaign for Metanium in key parenting magazines and websites over the next 12 months, the company adds. The barrier ointment has a "unique double action formula" to help guard against nappy rash. Should nappy rash occur, Metanium Nappy Rash Ointment is licensed to treat nappy rash. Says Jane Draude, marketing manager for Metanium: "We're delighted to get such a strong endorsement from the Mumsnet testers. Support for the Metanium brand from mums is very strong and we have over 10,000 parents who have joined the Metanium Baby Club." The

recommended retail price for the barrier ointment is £2.99 (40g) and £5.40 (80g) and the nappy rash ointment is £3.65 (30g).

**THORNTON & ROSS 01484 842217**

### SEAWATER AS A DECONGESTANT

The core ingredient in Aqua Maris Baby and Aqua Maris Junior nasal decongestants is purified seawater from the Adriatic. Natural seawater is said to act as a natural, gentle astringent and to speed up healing of nasal tissues, helping to relieve congestion. It has been "clinically proven" to improve nasal breathing "after only two days". The product for babies uses a dropper to introduce the sea water to the nasal cavity. It is said to be usable from birth. The junior product uses a spray dosing system. It can be used "for children and babies from six months". The recommended prices are: baby 15 ml £4.30; junior 30ml £4.49.

**AQUA MARIS CUSTOMER CARE 0191 3836918**



### COLIC REMEDY

Infacol is the UK's number one selling treatment for infant colic, says manufacturer Forest Laboratories, which adds that nearly one in five babies have colic in their first month of life. The product, which contains simeticone, relieves infant colic and gripping pain and assists in bringing up babies' wind, the company states. It is suitable to use from birth onwards (unlike gripe waters, which can only be given to babies over a month old), the company says. The product pack has an integrated dropper. Infacol is "sugar, alcohol and colourant free", and contains up to 100 doses in the 50ml pack. The recommended selling price is £4.20. Website: [www.infacol.co.uk](http://www.infacol.co.uk).  
**FOREST LABORATORIES LTD**  
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