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NGS launches protein shake for children in APAC market

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Israeli firm Nutritional Growth Solutions (NGS) has recently introduced its clinically-proven Healthy Height protein shake for children in the Asia-Pacific market. “In the past three years, Healthy Height established itself in the US as a leading complementary solution supporting growth for kids,” said Liron Fendell, CEO of NGS. “NGS is now poised to extend its products’ nutritional benefits to the young population in Asia Pacific.” Healthy Height was developed and tested by pediatricians to give a holistic solution to nourish growing children predominantly in the 3 to 9-years age group, including those children who lack nutrition due to health issues that may impair eating. It also helps support nutrition in picky eaters, a universal problem that causes a lot of stress to families. Healthy Height is now the company’s premier product. It contains 12g whey protein per serving, with high-quality ingredients, and no fillers, corn syrup, or other additives. It is gluten-free, soy-free, no GMO’s and includes 350mg of the vital amino acid arginine per serving. It also is low in sugar and sodium. “Picky-eater approved,” Healthy Height can be mixed into ice cream or pancake batters as well as in shakes or smoothies.“There is no doubt that genetics plays the most significant role in an individual’s height, with studies showing this accounts for up to 80 percent of final height,” informed Fendell. But what about the remaining percentage? Researchers believe that environmental factors fill that gap, with nutrition being the most dominant factor. “There is a window of opportunity where we can influence the potential height of an individual,” explains Fendell. “Parents are seeking natural solutions to help their kids grow, and Healthy Height certainly fills this gap.” Healthy Height as a protein drink takes a more supplemental role, therefore still leaves room for a focus on developing healthier eating habits.



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