

Lactalis introduces PRIDE Family Milk Powder in Malaysia

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Lactalis, the world's leading dairy company, announced the launch of the PRIDE Family Milk Powder in Malaysia, marking a key milestone in its mission to nurture the future generations through quality, everyday nutrition.

PRIDE is a trusted household brand in Saudi Arabia, with over 25 years of heritage in providing nourishing dairy to families. Now part of the Lactalis umbrella, this well-loved brand brings its signature creamy taste and essential nutrients to Malaysian homes.

Designed for everyone in the family, PRIDE Family Milk Powder offers more than just nutrition – it is an affordable and versatile choice that seamlessly integrates into daily life. Its smooth, creamy taste and easily dissolving formula, even in cold water, make it perfect for drinks, cooking, and baking.

In Malaysia, bone health is an increasing concern across all age groups. From children who need strong foundations for growth, to adults maintaining active lifestyles, and seniors preserving mobility, strong bones matter at every stage of life. Yet, many are not getting enough key nutrients:

94 per cent of boys and 97 per cent of girls do not meet their daily calcium needs

Vitamin D deficiency is widespread, especially among women, reducing calcium absorption by up to 80 per cent

15.3 per cent of Malaysians and 1 in 3 seniors (32.6 per cent) suffer from osteoporosis

That's where PRIDE Family Milk Powder steps in – an affordable, everyday solution to support stronger bones and better health for the whole family. At just RM1 per cup, two cups a day (with a balanced diet) help meet the recommended 700mg

â?? 1000mg calcium intake.