

# Nestle Project Shape

Entrance



# PROTEINARIUM

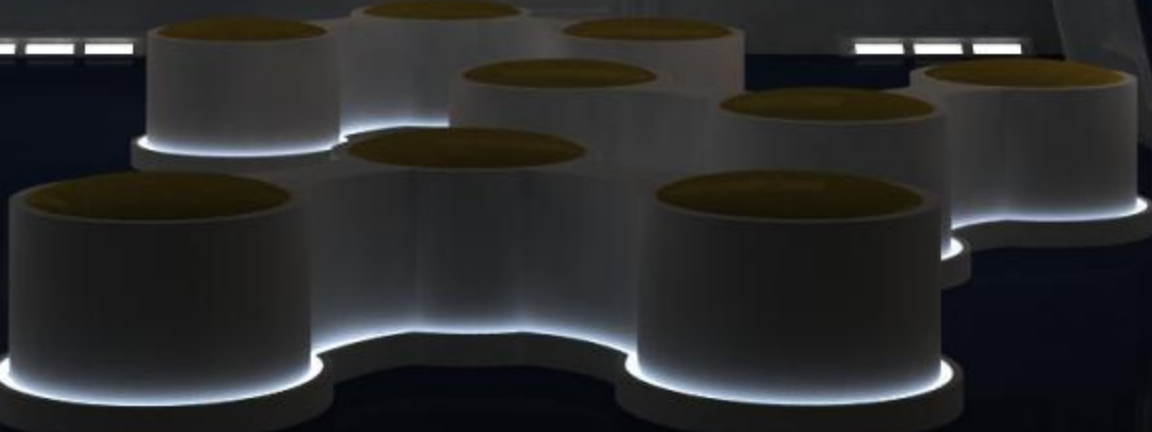
SHAPING TOMORROW, TODAY



Holding Area



STRONG FUTURES BEGIN WITH STRONG FOUNDATIONS



STRONG FUTURES BEGIN WITH STRONG FOUNDATIONS

THE BEGINNING OF A NEW FUTURE



A HEALTHIER  
WORLD



THE BEGINNING OF A NEW FUTURE

STRONG FUTURES BEGIN WITH STRONG FOUNDATIONS



LD A HEALTHIER  
MORROW





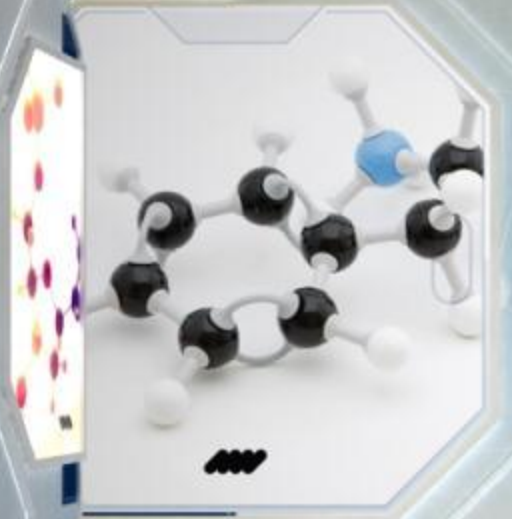
THE BEGINNING OF A HEALTHIER TOMORROW

STRONG FUTURES BEGIN WITH STRONG FOUNDATIONS

NUTURING A HEALTHIER FUTURE

EXPERIENCE A NEW SCIENCE THAT WILL CHANGE TOMORROW

SHAPE THE FUTURE



BUILD A HEALTHIER TOMORROW



# Station 1

5 women are overweight. India's overweight rates increased by 20% over a seven year period. Morbid obesity affecting 5% of



01 THE BIG BANG THEORY



NON-COMMUNICABLE DISEASES

43 MILLION CHILDREN ACROSS THE WORLD ARE OVERWEIGHT

Handwritten text on a whiteboard, including the words 'OBESITY' and 'NON-COMMUNICABLE DISEASES'.



GOING TO ANY PREVENTION CHILDREN BECOME PREVENTION ADULTS

# Station 2

02

BUILDING A STRONG FOUNDATION

EARLY LIFE NUTRITION IS CRITICAL  
IN DETERMINING THE FUTURE



100% OF CHILDREN WHO ARE MALNOURISHED IN THE FIRST 1000 DAYS ARE AT RISK OF STUNTED GROWTH

100% OF CHILDREN WHO ARE MALNOURISHED IN THE FIRST 1000 DAYS ARE AT RISK OF COGNITIVE IMPAIRMENT

100% OF CHILDREN WHO ARE MALNOURISHED IN THE FIRST 1000 DAYS ARE AT RISK OF CHRONIC DISEASES

100% OF CHILDREN WHO ARE MALNOURISHED IN THE FIRST 1000 DAYS ARE AT RISK OF DEATH

02

BUILDING A STRONG FOUNDATION

EARLY LIFE NUTRITION IS CRITICAL  
IN DETERMINING THE FUTURE

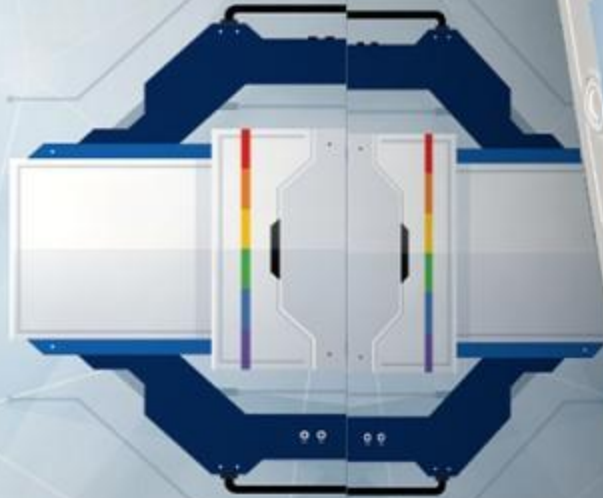


100 OPERATIONAL  
BEEHIVE PER HOUR



**EARLY LIFE NUTRITION IS CRITICAL IN DETERMINING THE FUTURE**

This infographic illustrates the impact of early life nutrition. It features a central figure of a child, surrounded by icons representing various food groups: fruits, vegetables, grains, and proteins. Arrows point from these food groups towards the child, symbolizing the intake of nutrients. Below the child, there are icons for a brain and a heart, indicating the long-term effects of nutrition on cognitive and cardiovascular health.



**02**

This infographic features a circular diagram with four colored segments: red, blue, green, and yellow. Below the diagram, there is text that reads "EARLY NUTRITION IS CRITICAL IN DETERMINING THE FUTURE". The infographic is set within a white octagonal frame with a blue border.



# Station 3

THE BUILDING BLOCKS OF LIFE



03 THE SUPER NUTRIENT

BREASTFEEDING

REDUCES THE RISK OF TYPE 2 DIABETES

OFFERS PROTECTION FROM...

PROTEIN IN EARLY LIFE IMPACTS METABOLIC PROGRAMMING



03 THE SUPER NUTRIENT



PROTEIN IN EARLY LIFE IMPACTS METABOLIC PROGRAMMING

PROTEIN IN EARLY LIFE IMPACTS METABOLIC PROGRAMMING





THE BUILDING BLOCKS OF LIFE



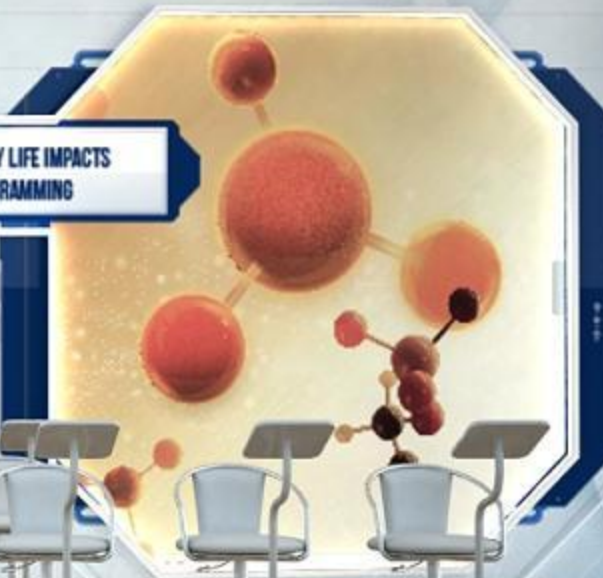
03 THE SUPER NUTRIENT

**BREASTFEEDING**

REDUCES THE RISK OF TYPE 2 DIABETES

OFFERS PROTECTION FROM...

PROTEIN IN EARLY LIFE IMPACTS METABOLIC PROGRAMMING



03 THE SUPER NUTRIENT



MAINTAINING A HEALTHY WEIGHT IN THE ADULTHOOD  
AND IMPROVING THE QUALITY OF LIFE

PROVIDING A HEALTHY AND NUTRITIOUS  
DIET FOR YOUR CHILDREN





women are overweight. India's overweight rates increased by 20% over a seven year period. Morbid obesity affecting 5% of

01 THE BIG BANG THEORY

OBESITY

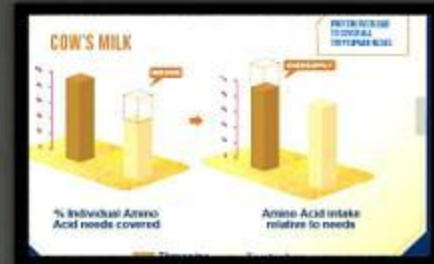
NON COMMUNICABLE DISEASES

43 MILLION CHILDREN ACROSS THE WORLD ARE OVERWEIGHT

# Station 4

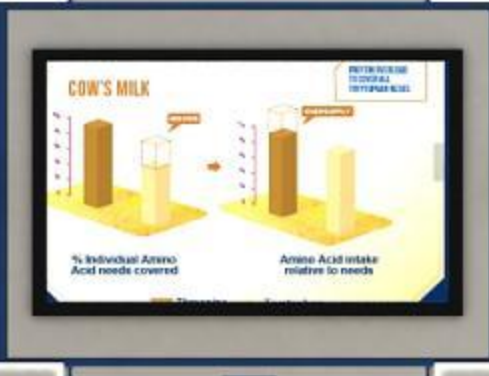
04

REACHING THE GOLD STANDARD



04

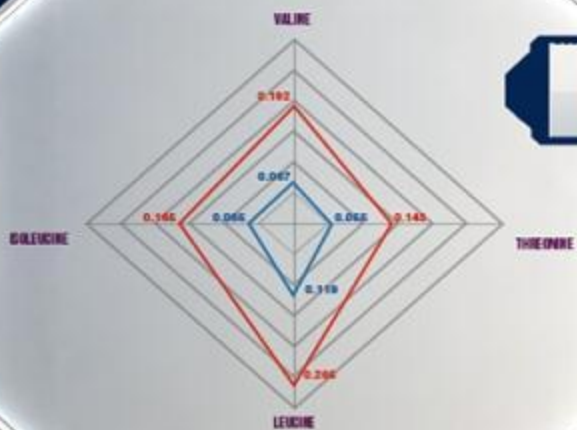
REACHING THE GOLD STANDARD



04

REACHING THE GOLD STANDARD

### COW'S MILK CONTAINS CASEIN GLYCOMACROPEPTIDE (CGMP)



■ Breast Milk (g/100ml)  
■ Cow's Milk (g/100ml)

PROTEIN OVERLOAD IN COW'S MILK RESULTS IN OVERSUPPLY OF Isoleucine AND Valine

**COW'S MILK**

↑ Isoleucine  
↑ Valine

↓ Leucine

↓ Threonine

EXCESS VALINE, Isoleucine AND Threonine CAN LEAD TO HIGHER RISK OF OBESITY

↓ Isoleucine  
↓ Valine  
↓ Threonine

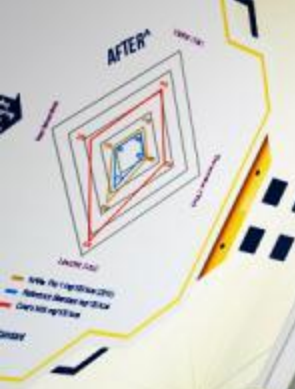
↑ Leucine

Station 5 has been  
remove

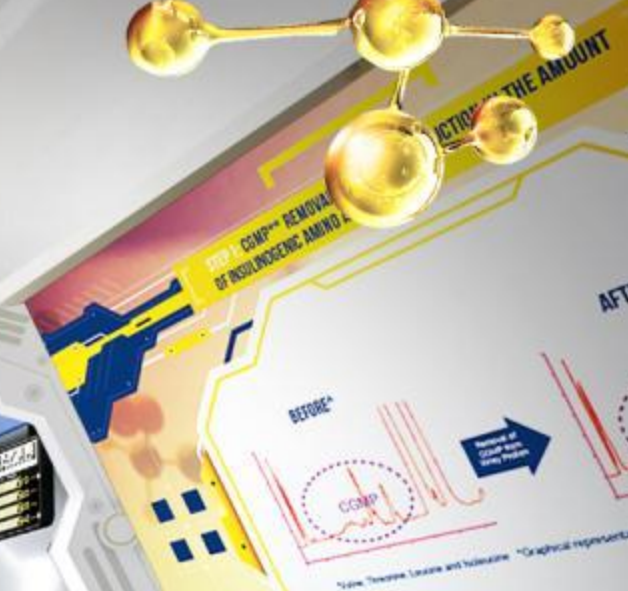
# Station 6



MANUFACTURING PROCESS ENSURES TRANSPARENT, PRO-1  
QUALITY PROTEIN AS COMPARED TO OTHER MILK\*

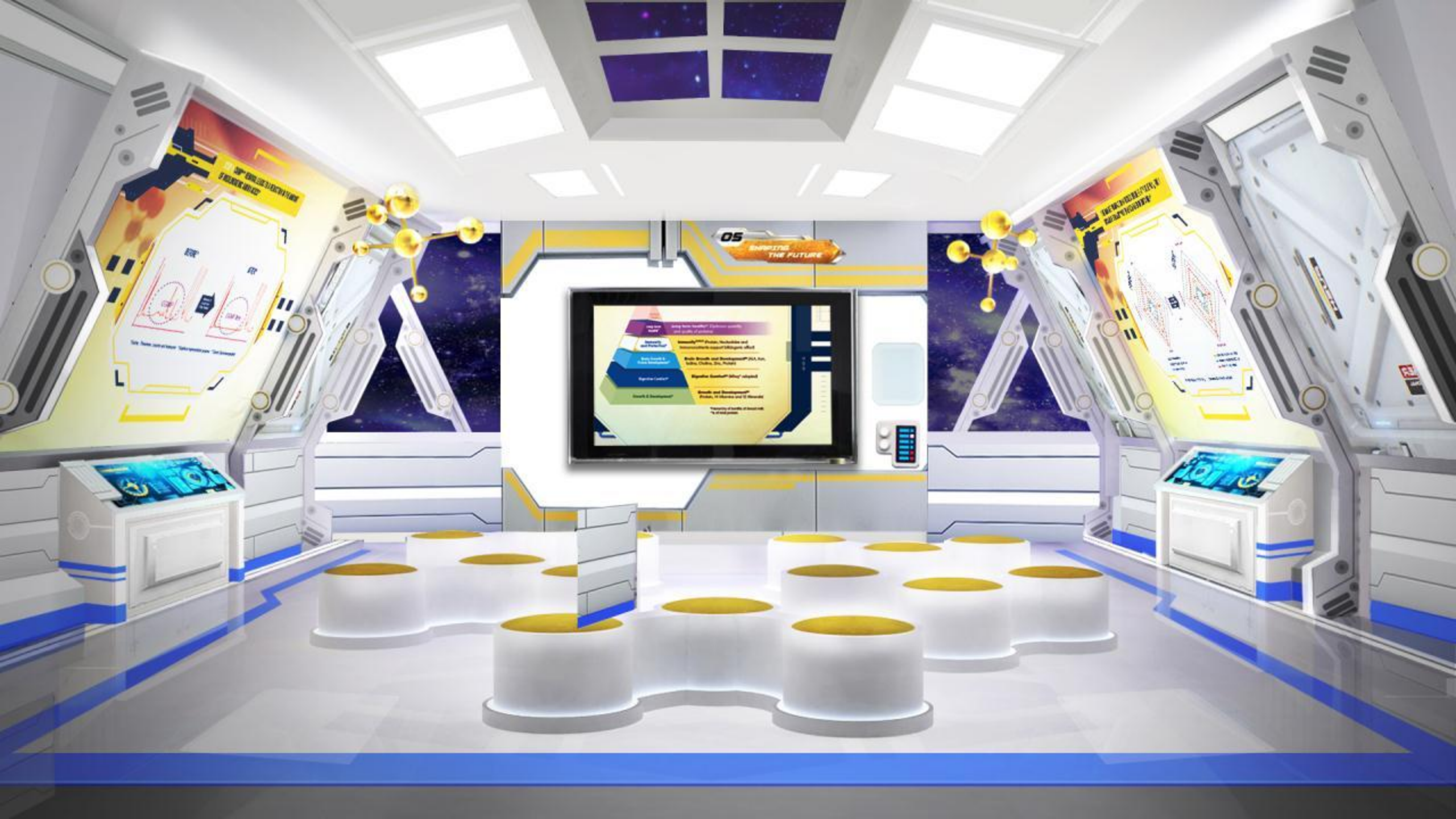


### BUILDING A STRONG FOUNDATION FOR LIFE



BEFORE\*  
AFTER\*  
CGMP  
Removal of Insoluble Protein  
\*See, Theoretical and Soluble. \*\*Graphical representation





05  
EMPOWERING  
THE FUTURE



Thank you