



WEAN IMMUNITY

ALTHOUGH YOUR BABY CAME INTO THIS WORLD ARMED WITH SOME DEFENCES AGAINST GERMS, BACTERIA AND VIRUSES, HER IMMUNE SYSTEM IS STILL INEXPERIENCED. FOR IT TO BECOME ACTIVE AND EFFICIENT, PRIMING AT EVERY STAGE OF LIFE COUNTS - WHICH IS WHY YOU SHOULD START FROM WEANING!

Your newborn acquires passive immunity through the placenta while still in the womb but these only protect her for several months after birth.

Exclusive breastfeeding can help supplement her immunity further by providing important immunoglobulins, lymphocytes and antimicrobial factors, but when she is about six months old, these maternal antibodies would have decreased as her body actively starts making its own antibodies and other immune cells.

However, the window period between passive and active immunity is a time fraught with infections because your baby's body is still relatively slow at producing antibodies. This may not be a bad

thing though, as research shows that recurring infections serve to strengthen and stimulate the immune system.

More importantly, your role now is to keep your baby's immunity as high as possible until it reaches adult levels!

Did You Know?

In order to build a strong immune system, you need to maintain a healthy gut. This means that good nutrition provides the building blocks for a healthy immune system.

Coincidentally, by the time your baby's immune system is capable of holding on its own, it is also the time to introduce her to the world of solid foods! Therefore, build on the

strength of your baby's immunity by giving her a balanced weaning diet that consists of the following foods:

Lotus Seed

Don't underestimate this small seed because it packs a punch with its rich iron, niacin, protein, thiamine and manganese content! Iron is required for making haemoglobin, the oxygen-carrying protein in red blood cells, without which your baby's body cannot carry out critical functions, including the proper functioning of the immune system. Thiamine, which belongs in the B family of vitamins, further stimulates your baby's immune system to act quickly and efficiently when faced with infections. Together with manganese, they keep your baby's defence mechanisms working optimally.



Chinese Yam

You've heard of purple yams, also known as Japanese sweet potatoes, but what about chinese yams? Chinese yams are just as nutritious, or perhaps even more, containing iron, calcium, zinc and vitamin C that can strengthen and invigorate your baby's immune system. They also pack another secret weapon called saponins, which are phytochemicals beneficial for boosting your baby's digestion and immunity. Saponins protect cell proteins from free radical damage and inhibit growth of certain viruses. They induce lymphocytes response and stimulate antibody production, hence increasing your baby's resistance to illnesses and infections.



Euryale Seed

Astringent yet sweet in flavour, this taste would go down well on your baby's palate. It is a good source of calcium, iron, phosphorus and potassium that nourishes the kidneys and spleen. Phosphorus, in particular, works closely together with calcium to build healthy bones and teeth which is especially important during this



period of rapid growth in your baby's development. It also assists the body in the absorption & utilisation of other vitamins and minerals, including vitamin D, magnesium and zinc, so effecting virtually all physiological chemical reactions in your baby's body.

Poria

This mushroom-like fungus possesses healthy amounts of protein, choline, beta-pachyman (a polysaccharide), sterols and organic acids that are known to exhibit both antibacterial and anti-inflammatory activities. It helps to modulate the immune system by reinforcing cellular metabolism and supporting recovery. In addition, it has no taste and can be digested by the body easily, making it convenient to add to any of your baby's meals.



Winning-Weaning Formula

These four ingredients make up the balanced mix of Si Sen. Combining that with brown rice would then give you a winning formula for weaning.

Brown rice receives three times less polishing than white rice so each rice grain's germ and bran layers are retained. These layers are loaded with vitamin B complex, vitamin E, mineral oils, fatty acids and fibre which your baby needs in greater quantities as he transitions to a solid food diet. All that's left is to add hot water or milk to the mix and you'll have a balanced meal that is smooth in texture and easy for your baby to swallow!

Bon Appétit! **LWB**

Made in Singapore, **Moon Rabbit Si Sen Brown Rice Powder** contains all-natural ingredients so as to provide greater nutritional benefits in one portion! This weaning food contains specially formulated Si Sen that consists of a balanced mix of chinese yam, lotus seeds, euryale seeds and poria with brown rice to facilitate better absorption of nutrients for a stronger digestive and immune system. These essential nutrients also aid in your baby's healthy growth, brain and eye development. Individually sealed for freshness, it provides a natural and gentle progression to solid food for babies.

MOON RABBIT BRAND FOR OUR BABY WITH LOVE



Our Very Own Singapore Infant Food



For Weaning Age Onwards



HACCP
Food safety system certified

Available at all leading supermarkets

Made In Singapore 新加坡制造

The First Food, Naturally

- Si Sen Brown Rice Powder, with a comprehensive range of nutrients, vitamins and minerals
- Easy to digest; Nutritious mix for baby growth and development
- Unique blend of Yangshen & Ikan Bilis; Also contains DHA
- Soft texture; A gentle progression from milk feeds
- 100% Natural: No synthetic ingredients, no sugar, salt, flavourings or preservatives
- Milk, boiled mashed vegetables or fruit can also be added

