



Making a real difference.

Micronutrient Product Guide

2025



MWorldwide Holdings (M) SDN. BHD.
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About Headstart Kids

Background

Headstart Kids Founder and Director Lily Geerdts is a Mother with a passion for good nutrition and wellbeing. From her personal experiences, she noticed the reality we are facing in South Africa around malnourishment – particularly during the early childhood development (the first 5 years), which is concerning and requires intervention.

Her vision and mission in life is to provide solutions that will overturn malnourishment in the form of iron deficiency and growth stunting. She has a passion to see children's abilities to function improved optimally especially in the classroom. When children are given the opportunity to grow optimally this can only impact positively on the growth of the economy of our country.

Headstart Kids is a non-profit organisation based in South Africa, serving children from low-income communities. We are registered as a section 18a company that receives its funding from various sectors. This enables the organisation in fulfilling its commitment and provide solutions that aim to address the effects of malnourishment in children 6 months to 5 years old.

Headstart Kids was established in 2015 and kicked off in 2016 with a pilot project on Micronutrient Powders(MNP) intervention in Gauteng. Starting with 1000 children, Headstart Kids has now grown to include 40 000 children every day in South Africa. Our vision is to reach ONE Million children across Africa.





How do we do this?

We partner with the Public sector, the Private sector; NGOs; Community Based Organisations (CBO), Early Childhood Development Centres, Pre-Primary Schools, Special Needs Schools, Child-Care Centres (Orphanages), Day Care Centres, Private Clinics, Feeding Programmes and Home Support Initiatives, through the THRIVE FOR FIVE PROGRAMME

What is Malnutrition?

Malnutrition is also known as “Hidden Hunger”

The ‘hidden hunger’ due to micronutrient deficiency does not produce hunger as we know it. You might not feel it in the belly, but it strikes at the core of your health and vitality (this can also be known as belly full, body hungry).

Malnutrition is devastating – It systematically destroys a child – their cognitive development, their immune system, their body as well as their muscle growth and makes them more vulnerable to disease and death.

Causes of Malnourishment

Factors that contribute to micronutrient deficiencies include:

- ❖ **Poor diet and poor knowledge of the importance of dietary diversity**
- ❖ **Poor-quality complementary feeding limited in energy and micronutrients, suboptimal breastfeeding, and an inadequate diet of the preschool child**
- ❖ **Increased micronutrient needs during certain life stages, such as pregnancy and lactation**
- ❖ **Health problems such as diseases, infections, or parasites**

Annually in South Africa, micronutrient deficiencies are responsible for about 1,1 million of the 3,1 million child deaths that occur as result of undernutrition. 48 % of hospital deaths are associated with moderate or severe acute malnutrition.”



Visible Signs of Malnourishment

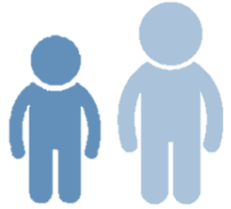
- △ **Stunting**
- △ **Wasting**
- △ **Underweight**
- △ **Overweight/ obese**



Stunting

When a child is too short for age.

Stunting affects a child's linear growth, may also have a poorer immune system, brain function, and organ development. Performing below average in these areas may also limit their future productivity and threaten the health of their own children.



Wasting

When a child has low weight for height.

Children with wasting are too thin and their immune systems are weak, leaving them vulnerable to developmental delays, disease and death.



Underweight

When a child's weight is too low to be considered for good health. Underweight causes a decrease in immune function, decreased muscle strength and hypothermia (when the body cannot control temperature well).



Overweight

Also known as Obesity is a condition where a child has a high weight for age and height.

It's particularly troubling because the extra pounds often start children on the path to health problems that were once considered adult problems — diabetes, high blood pressure and high cholesterol. Some children also may experience teasing, bullying, depression link, or low self-esteem.





What are the recommendations

- ❖ Pursuing a holistic approach to addressing malnutrition in all its forms is necessary through programming, governance structures, funding streams and policies
- ❖ Creating platforms for shared actions where we can hold discussions, share information and mentor one another in the pursuit of eradication malnutrition
- ❖ Raise awareness in our communities, promote initiatives that address nutritional diversity such as food gardens, feeding programmes, home care interventions
- ❖ Actively address food choices daily- the co-existence of both under nutrition, obesity and other diet related health conditions are all embedded in early life nutrition

Making a real difference!

Together we can be empowered
to Fight childhood malnutrition
by:



**Raising Awareness of
Childhood Malnutrition**



**Addressing the Critical Need
for better Nutrition**



**Everyone Can Help, both young
and old**



**Together we can make a long
lasting difference**

Why Micronutrient Powders?



Micronutrients, often referred to as vitamins and minerals, are vital for healthy development, disease prevention, and wellbeing.

The needs must be obtained from the foods we eat since the body cannot make them.

Eating a balanced diet of whole foods is the ideal way to get a proper amount of Micronutrients to support the structural and functional needs of the body.



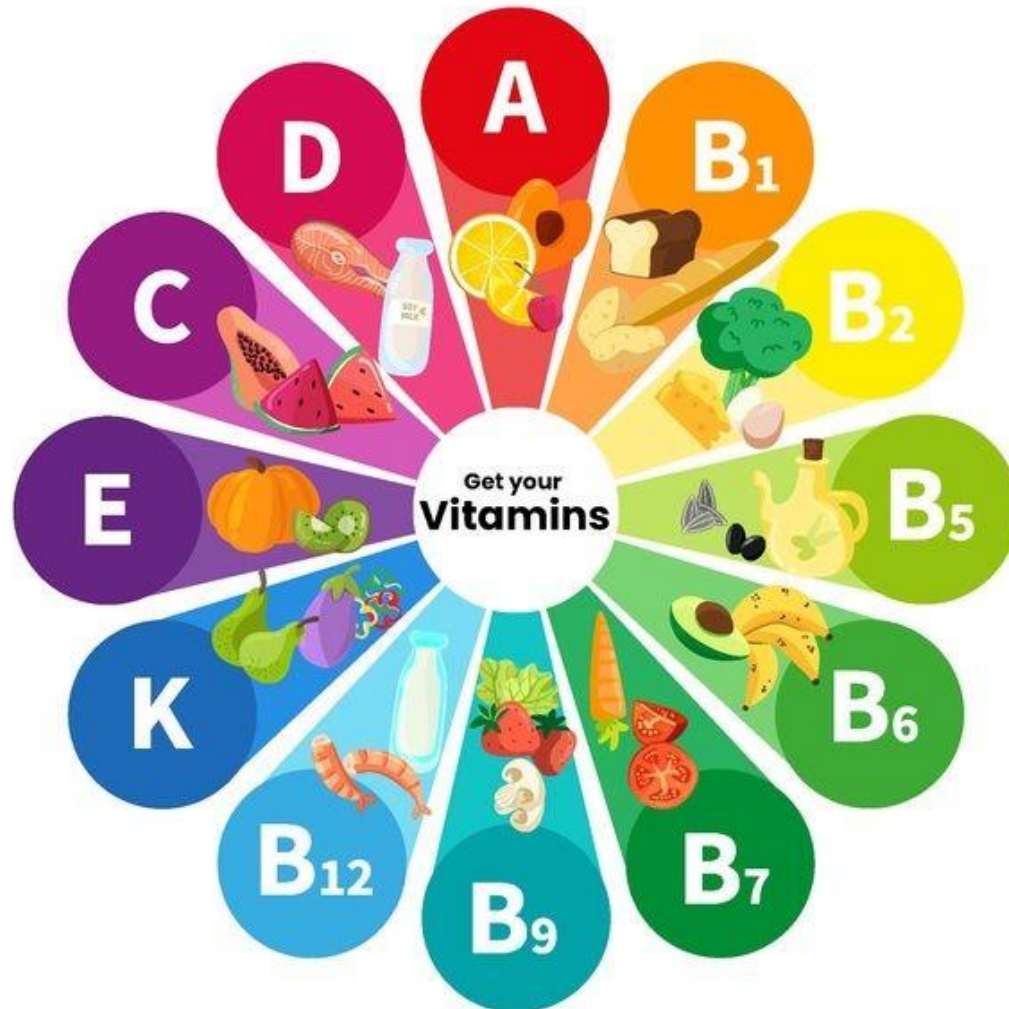
Benefits:

- ❖ **Reduces Anaemia and the effects thereof**
- ❖ **Promotes normal growth and development.**
- ❖ **Reduces the risk of poor health and diseases**
- ❖ **Improves overall health conditions.**



Micronutrients (Vitamins)

Essential for Children – 6 months to 5 years old



Vitamins:

Vitamin A

Vitamin D

Vitamin E

Vitamin B₁, B₂, B₃, B₆,
B₉ B₁₂

Vitamin C

Minerals:

Iron

Zinc

Copper

Selenium

Iodine

***Good nutrition provides good fuel
for the body.***

WHY HSK MICRONUTRIENT POWDER?



- ❖ The micronutrient powder product is formulated according to WHO and UNICEF recommended micronutrient formulas.
- ❖ HSK MNP sachets are distributed worldwide by agencies, governments and non - governmental and provides children with 15 essential vitamins and minerals.
- ❖ HSK is packaged in 1g foil sachets, making it easy to mix in ready to eat food, providing the maximum recommended daily intake per child.

- ❖ Senegal
- ❖ South Africa
- ❖ Mozambique
- ❖ Madagascar
- ❖ Malawi
- ❖ Kenya
- ❖ Ethiopia
- ❖ Cameroon
- ❖ Rwanda
- ❖ Congo DRC
- ❖ Tanzania





HSK 1g Sachet

Young children have a higher demand for micronutrients, therefore the MNPs are recommended for infants and young children aged 6–23 months to improve iron status and reduce anemia.



1 Child + 1 Sachet = One day



How to use Micronutrient Powders

Phase 1:

Prepare the food – you can cook traditional food such as porridge, pap and gravy, morogo (spinach), any other semi solid food.

Phase 2:

Serve the food into plates or bowls, according to the normal portions that you usually serve the children

Phase 3:

Sprinkle the MNP Powder onto food and mix well (a sachet for each bowl). The food is ready to eat.

REMEMBER!

Do NOT add the micronutrient powder in the pot or any other communal food intended to be shared amongst multiple children.



**1g Sachet + 1 day = 1
child**

How To Use HSK

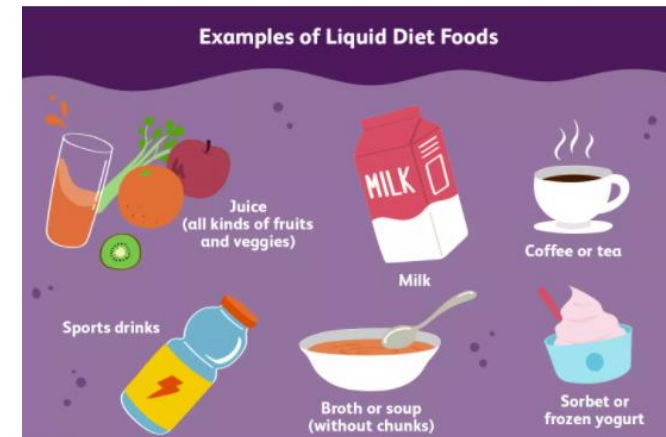


✓ The DOs

- ❖ **Step : 1** Wash your hands and make sure children also wash their hands
- ❖ **Step 2:** Add a sachet of MNP to each child's bowl of food
- ❖ **Step 3:** Mix well and food is ready for consumption
- ❖ **Ongoing:** Continue to breastfeed, or administer formula milk
- ❖ **Ongoing:** Keep providing a variety of food according to the ECD nutrition **policy**

✗ The DON'Ts

- ❖ **Do not add to liquid and liquid food – water, tea, juice, etc. See image for samples of liquid food.**



- ❖ **Use in leftover food**
- ❖ **Hot food while cooking**
- ❖ **A communal pot meant to serve multiple people**



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