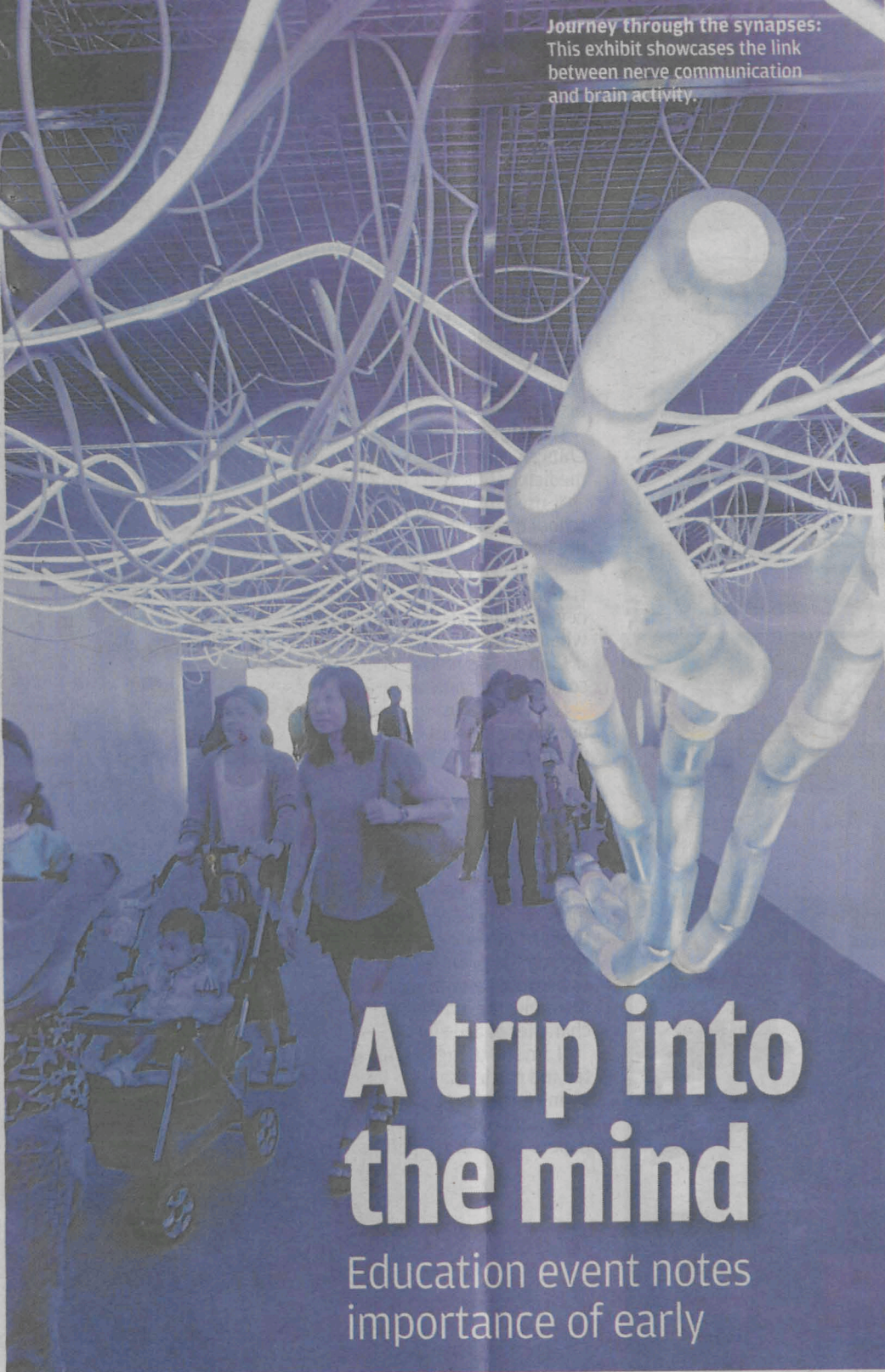


Journey through the synapses:
This exhibit showcases the link
between nerve communication
and brain activity.



A trip into the mind

Education event notes importance of early

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Photos by **LOW LAY PHON**

ENFAGROW A+ recently held a Brain Expo that centred on building genius minds from the early stages of life.

The four-day exhibition was Malaysia's first brain-focused educational platform, put together with seven different fun and enlightening areas for visitors of all ages.

These areas comprised the Genius Room, Brain Facts Walkway, Video Room, Synapses Walkway, The Brain, The 4 Traits of a Genius and a last zone that included the EnfaMama A+ Club Station, consultation area and a ball pool for kids.

"The expo is a playground of discovery to provide experiential insight for kids and adults," said Mead Johnson Nutrition Malaysia, Singapore, Brunei and Indonesia regulatory and corporate affairs director Rohaya Mamat.

"Through it, we wanted to share the awareness of brain development and create brain-building activities so that parents may learn how to bring out the best of their child."

According to scientific research, genius brains can be built starting from the conception stage right up to a child's third year of age.

During these 1,356 days also known as the 'golden period', a child's brain is identified to be able to

achieve its fullest potential under the right condition.

"The key to creating children's greater learning abilities is nurturing and nutrition," explained Rohaya.

"Children must be nurtured through learning in multifarious environment to enable optimum mental growth while they must also be provided the right nutrition to maximise the brain's development potential."

While babies receive DHA from breast milk, Rohaya explained the importance of including additional DHA source, such as milk, algae and cold-water fish, to a child's diet as it was essential to build and fortify the nervous system, neuron connection as well as visual and learning abilities.

On top of the golden period and the importance of DHA to the brain development, the scientific findings presented at the expo also addressed the two factors that link to creating genius brains.

"With nurturing conditions and consumption of adequate levels of DHA, it will give rise to the development of the four genius traits," added Mead Johnson Nutrition Malaysia, Singapore and Brunei marketing manager Linah Lim.

The four traits referred by Lim involve sharper visual acuity for swifter learning, faster language skills as the foundation for compre-

hension and communication, higher intellectual development for learning and memorising abilities, as well as better problem solving skills that stems from focus, memory, analysis and application.

At the event, adults and children were led by Brain Expo ambassadors, who are students and members of Universiti Putra Malaysia's Faculty of Medicine and Health Sciences, to keep them well informed and entertained.

"It was good to be guided by medical experts as they know best," said Mead Johnson Nutrition Malaysia, Singapore and Brunei marketing manager Kenny Wong.

"They help parents understand the expo's objective better while they make the scientific content easier for children to learn."

The daily DHA intake recommended by the Joint Food and Agriculture Organisation of the United Nations (FAO) and World Health Organisation (WHO) is 10mg to 12mg per kg body weight for children aged 12 to 24 months, 100mg to 150mg DHA+EPA for children aged two and above, and 150mg to 200mg DHA+EPA for children aged four and above.

Enfagrow A+ caters 75mg DHA in three servings per day, measuring up to the recommended dosage when included in a child's regular diet.



Guided exploration: A Brain Expo ambassador directs kindergartners through a maze.



Tickling brains: A child solving math equations at one of the game stations.



How it works: An ambassador explaining the different parts of the brain to a child at the expo.



Serenading baby: A patron listening to one of Beethoven's compositions at the Genius Room.

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