

Nestle embarks on a campaign to encourage Malaysians to lead a healthy lifestyle.

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EVERYONE knows that maintaining a well balanced diet and keeping fit are fundamental to good health and longevity.

Besides preventing heart diseases, diabetes and infections, being active also helps preserve healthy bones and promote psychological well-being. However, having the knowledge and translating it into action is challenging for many of us, especially those who lead hectic lives.

But with statistics showing that Malaysians have the highest number of obese people and diabetics in South-East Asia, it is high time we take a more proactive approach to healthy living, be it changing our diets or taking the time to exercise.

Nestle Malaysia is taking the lead in advocating for a healthy lifestyle with the launch of its *Nestle Lebih Baik, Lebih Nilai* (Nestle More Goodness, More Value) campaign. It aims to encourage one million Malaysians to pledge their commitment to starting and maintaining a healthy lifestyle.

"Nestle Malaysia is undertaking a daring challenge to encourage at least one million people to pledge to stay healthy. We want to encourage Malaysians to commit to live healthily through positive eating habits.

"Equally important is to remind consumers that they can get the required nutrients through the day with affordable Nestle brands. Malaysians are known for their 'Malaysia Boleh' attitude and we aim to get as much support from the public towards the campaign," said Nestle Malaysia and Singapore region head Alois Hofbauer.

The campaign is Nestle Malaysia's biggest promotional activity to support healthy living, he said. Besides creating awareness on the importance of healthy living, Hofbauer hopes the campaign will enlighten Malaysians on the importance of nutrition.

Essentially, the campaign aims to demonstrate that eating healthily should be pleasurable and affordable for families.

The six-week campaign – which runs from March 1 to April 15 – was launched by Women, Family and Community Development Minister Datuk Seri Rohani Abdul Karim yesterday in Petaling Jaya.

The public can register their pledge by visiting Nestle's website or at any of the interactive roadshows at hypermarkets and supermarkets throughout the country.

Nestle will then provide them with information that promotes positive nutrition, health and wellness values.

During the campaign, consumers will receive updates on promotional offers, health recommendations, exercise tips and recipes through various social media networking sites.

"In the morning, you will receive a message from Nestle Malaysia, encouraging you to exercise while sharing tips on ways to stay fit. We hope to build a huge networking community where people can exchange information on ways to lead a healthy lifestyle, ranging from eating habits, to smart exercising to resourceful cooking tips.

"With food and nutrition as the core of our business, we encourage parents to sign up in the campaign. Hopefully, they can also motivate their children to stay active too," added Hofbauer.

At the same time, the company will also contribute to various charity homes it supports.

More affordable

With rising costs, Nestle is also committed to making food items more affordable for consumers. From March 1, consumers can look out for price deductions, premium gifts and value-for-money offerings for Nestle signature items such as Milo, Nescafe, and Maggi Mee instant noodles.

"While Malaysians are generally aware

Pledge to live well



Last year, Nestle initiated the *Milo Breakfast Movement*, a nationwide campaign to emphasise the importance of having breakfast and keeping active.



Eating well-balanced nutritious meals is one of the tenets of healthy living.



Nestle Malaysia's *Lebih Baik, Lebih Nilai* (Nestle More Goodness, More Value) campaign aims to encourage one million Malaysians to pledge their commitment to starting and maintaining a healthy lifestyle, says Alois Hofbauer.

of the benefits of keeping a balanced and healthy diet, the increasing cost of living poses challenges to maintaining this, especially for mothers who traditionally look after the health and well-being of the entire family.

"There has been a lot of talk on the price increase of products and we want to help ease consumers' burden. With the price decrease, consumers can still enjoy nutritious products at great prices," said Hofbauer.

Nestle's latest campaign is in line with its corporate social commitment to reach out to the community, especially in areas concerning healthy eating.

Its Healthy Kids Programme initiative aims to raise awareness on nutrition, health and wellness and promote physical activity among school-going children between seven and 12 years old.

There's also the *Program Cara Hidup Sihat* (Healthy Lifestyle Programme), a three-year collaboration (2012-2014) with the Ministry of Education and Universiti Putra Malaysia

to enhance the knowledge and practice of a healthy lifestyle to students at boarding schools.

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To ensure Nestle walks the talk concerning nutrition, the company invests over RM6bil on research annually.

"Food is a major ingredient in a healthy life. You are what you eat and the impact of bad diet can result in medical concerns such as obesity, diabetes and high blood pressure.

"Considering this, Nestle has made a huge pledge to lessen the sugar and salt content in our products to ensure consumers enjoy a higher quality of life. We are constantly improving our products to cater to consumers' needs," said Hofbauer, adding Nestle Malaysia recently launched new product offerings like Ice Krim Goreng (Fried Ice Cream) and Nescafe Dolce Gusto coffee machine.

Besides nutrition, Nestle takes pride in other community initiatives, such as its involvement in the WWF Malaysia project for conservation of the Setiu Wetlands in Terengganu which aims to empower the local community with skills to participate in sustainable development activities.

In 2012, the company launched Paddy Club to help farmers in Kedah through a rice-growing sustainability programme that uses environmentally friendly approaches to manufacture infant cereals.

Besides aiming to provide additional income to padi farmers, the programme also brings about environmental benefits through more efficient water usage and reduction of greenhouse gas emission.

■ **Nestle Lebih Baik, Lebih Nilai** promotion runs from March 1 till April 15.

For more details, visit www.nestle.com.my/PromosiLebih or call 1-800-88-3433 (weekdays, 10am-5pm).