

Milks marketed for children from 1 year of age

Fortified milks for young children are marketed as growing-up or toddler milks, but there are no compositional, labelling and marketing regulations that specifically apply to these products and no agreed benefit from their use. These milks should not be used for children under 1 year of age. Unless otherwise advised children over 1 year of age who are not receiving breastmilk can have full-fat animal milk as their main milk drink.

March 2020

Paediasure Shake from 12 months – Powder

This milk currently falls outside any compositional regulations, and for healthy children it is not needed.

Dietary suitability	Suitable for vegetarians Halal approved
Allergens	Cows' milk, soya

Macronutrients	Per 100ml prepared milk	Source	Per 100ml whole (full fat) cows' milk*	Source
Energy kcal	101		63	
Fat g	3.9	Canola oil, high oleic sunflower oil, sunflower oil, MCT from palm kernel oil	3.6	Milk fat
Carbohydrate g of which lactose g	13 0	Hydrolysed corn starch, sucrose, maltodextrin, oligosaccharides	4.6 4.6	Lactose
Protein g	3.0	Cows' milk, soya protein	3.4 20:80	Cows' milk
Vitamins				
Vitamin A µg	60		38	
Vitamin D µg	2.0		0.03	
Vitamin E mg TE	1.6		0.06	
Vitamin K µg	5.9		0.49	
Vitamin C mg	10		2.0	
Thiamin B₁ µg	310		30	
Riboflavin B₂ µg	210		230	
Niacin B₃ mg	1.5		0.2	
Vitamin B₆ µg	260		60	
Folic Acid µg	25		8.0	
Vitamin B₁₂ µg	0.3		0.9	
Biotin µg	2.0		2.5	
Pantothenic acid mg	0.7		0.58	

To find out more about any of the ingredients listed here, see <https://www.firststepsnutrition.org/composition-claims-and-costs>

To find out more about making up powdered milks safely, see <https://www.firststepsnutrition.org/making-infant-milk-safely>

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Minerals	Per 100ml prepared milk	Per 100ml whole (full fat) cows' milk*	
Sodium mg	38	42	
Potassium mg	131	157	
Chloride mg	101	89	
Calcium mg	96	120	
Phosphorus mg	83	96	
Magnesium mg	19.8	11	
Iron mg	1.4	0.02	
Zinc mg	0.67	0.5	
Copper µg	60	Tr	
Manganese µg	150	Tr	
Selenium µg	3.2	1.0	
Iodine µg	9.7	31	
Relative cost of this milk			
Cost per 100ml	51p	<i>For comparison:</i> Whole (full fat) cows' milk	7p

Notes

This product contains flavouring. We do not recommend that infants drink flavoured milks.

The product contains 7.5g sugar per 100ml from sucrose and a serving for a 1 year old is suggested as 225ml, twice a day. This would provide 34g of sucrose, considerably more sugar than is currently recommended for children of this age. In fact this milkshake will provide more sugar than recommended at all ages following portion sizes suggested and is not a suitable choice of milk for a young child.

This milk has enhanced amounts of some nutrients but is also lower in iodine, calcium, Vitamin B12 and riboflavin than cows' milk. It is generally recommended that toddlers eat a good variety of foods to supply the majority of their nutrients, rather than relying on fortified milk products to supply them.

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