Recommend All-Bran® during Pregnancy & Lactation

Eating All-Bran cereals is an easy way to get more fibre in your diet. We should all eat 30g fibre daily. On average pregnant women have a fibre shortfall of around 10g/day. Wheat bran is one of the most effective fibres to help achieve regularity.

Kellogg’s All-Bran makes a great addition to traditional recipes to boost the fibre content. At breakfast, you can also customise your cereal by adding things like fruit, yoghurt, nuts and seeds. For some great recipes and inspiration, visit: www.allbran.co.uk

The case for eating breakfast is clear: it provides vital nutrition; and improves mental and physical performance.

B vitamins are essential for a variety of functions in the body including metabolism, cell development and to maintain a healthy nervous system.

10g wheat bran fibre per day helps to reduce digestive transit time. Risk of constipation increases during pregnancy mainly due to the impact of pregnancy hormones on digestive tract motility. In fact, 40% of women experience constipation while pregnant. NICE (2016) recommend wheat bran fibre to help alleviate constipation in pregnancy.

All-Bran cereals provide 100µg folic acid in every bowl. Pregnant women should consume foods rich in folic acid and take a 400µg supplement of folic acid daily before conception and for the first 12 weeks of pregnancy.

Kellogg’s All-Bran cereals provide 1.05µg folic acid in every bowl. Pregnant women should consume foods rich in folic acid and take a 400µg supplement of folic acid daily before conception and for the first 12 weeks of pregnancy.

www.kelloggssnutrition.com

References:
1. EU Health Claims register http://ec.europa.eu/nuhclaims/

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