



A Smart Start to the First 1,000 Days of Life



Optimal Nutrition for a Happy, Healthy Baby

Research suggests that higher choline intake early in pregnancy is associated with a reduction in risk of neural tube defects¹



A “Baby Brain Builder”

Higher choline intakes, coupled with adequate DHA, may lead to higher phospholipid DHA concentrations in women of childbearing age²



A Smart Start in Life

In a recent clinical study at Cornell University, increased choline intake during pregnancy was correlated with improved processing speed in infants³

1. Shaw, GM. et al. Epidemiology 2009; 20, 714-719 | 2. West et al, AJCN, 2013 | 3. Caudill MA, et al. FASEB J, 2017

Learn how **VitaCholine®** can enhance your prenatal and toddler products

BALCHEM®
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A Rising Star in Prenatal Nutrition

Advancements in Choline Science and Policy

2015

- **U.S. Department of Agriculture** identifies choline as one of four 'shortfall nutrients' with inadequate intakes across all adult dietary patterns
- A study published in the *British Journal of Nutrition* finds inadequate choline intakes across Europe

2016

- **U.S. Food and Drug Administration** establishes a choline RDI of 550mg, allowing for a Daily Value listing on food and supplement labels
- Research in the *Journal of the American College of Nutrition* finds that ~90% of Americans don't get enough choline in their diet

2017

- **American Medical Association** votes to call for increased choline levels in prenatal vitamins as part of their annual meeting of delegates
- A study of choline intakes published in *Nutrients* discovers that only 8% of pregnant women are consuming recommended amounts of choline

2018

- **American Academy of Pediatrics** issues a policy statement calling out choline as one of several key 'brain-building' nutrients
- Research from a clinical study published in *The FASEB Journal* shows that higher prenatal choline intakes result in improved infant cognition

Choline is critical to proper cognitive development, yet Moms don't get nearly enough!