



Welcome to the PURITY Promise website.

PURITY has one goal in mind, to help mother's little ones to be the best that they can be. We do this by partnering and supporting mothers to provide quality solutions to help them through their pregnancy, their baby's birth and their baby's developing years. We're with you, every step of the way.

Nutrition Website Disclaimer Infant Formula

The World Health Organization (WHO*) recommends that pregnant women and new mothers are aware of:

- (a) the benefits and superiority of breast-feeding;
- (b) maternal nutrition, and the preparation for and maintenance of breast-feeding;
- (c) the negative effect on breast-feeding of introducing partial bottle-feeding;
- (d) the difficulty of reversing the decision not to breast-feed; and
- (e) where needed, the proper use of infant formula, whether manufactured industrially or home-prepared.

Important Notice: *The World Health Organization recommends exclusive breastfeeding during the first 6 months of life and continued breastfeeding for as long as possible. Complementary food is not intended for infants under 6 months of age and early introduction is not recommended. From 6 months of age together with breast milk, infants should be fed a variety of foods Ask a health worker or health professional for advice"*