

Recommended by Healthcare Professionals
Trusted by Mum

Colief® Infant Drops

Reduce the hours of crying

What is colic?

Repeated episodes of excessive, inconsolable crying for a long period of time in an otherwise healthy baby.

How many babies get colic?

Up to 20%, with some studies suggesting 40%

Why Colief® Infant Drops?

Proven to reduce colic symptoms associated with temporary lactose intolerance. By adding a few drops of Colief® to the milk (breast or formula), the lactose in the baby's milk becomes more easily digestible.

What is temporary lactose intolerance?

Some babies are unable to fully break down lactose in milk, causing wind, bloating and discomfort.

When should Colief® Infant Drops be given to babies?

The drops can be used at every feed until the baby is about 3 or 4 months old.

Why recommend Colief® Infant Drops?

- 100% natural
- Clinically proven*
- Fast acting – works in minutes
- Effective – makes the feed more easily digestible for baby
- Safe from birth
- 90 feeds - approximately 2 weeks supply

How to use Colief® Infant Drops

Breastfeeding

- Express a few tablespoons of breast milk into a sterilised container.
- Add 4 drops of Colief® Infant Drops.
- Give this to the infant on a sterilized spoon before starting to breastfeed.
- Breastfeed as normal.

Using Colief® with formula and ready-made formula

- Add 4 drops to Colief® Infant Drops to warm (not hot) formula.
- Wait 30 minutes, shaking the formula occasionally, then feed the infant as normal, making sure that the formula is at the correct temperature. Discard any unused formula.

Making formula in advance using Colief®

- Add 2 drops of Colief® Infant Drops to warm (not hot) formula.
- Store in your refrigerator for a minimum of 4 hours before use and use within 12 hours.
- Feed the infant as normal making sure that the formula is at the correct temperature. Discard any unused formula.



NEW

Colief® Breathe Easy Patch

Soothing solution for kids easy breathing at night

Why recommend Colief® Breathe Easy Patch?

- Unique ingredients of essential oils including eucalyptus and peppermint
- Vapour release for up to 8 hours
- Attaches to sleepwear – no irritation
- 3+ years



Colief® Baby Scalp Oil

Nourishes and soothes babies with cradle cap and flaky scalps

Why recommend Colief® Baby Scalp Oil

- Unique blend of roship oil, chamomile and vitamin E
- When massaged gently into scalp, helps remove dry skin and flakes
- Protects tender skin naturally
- 2 months +

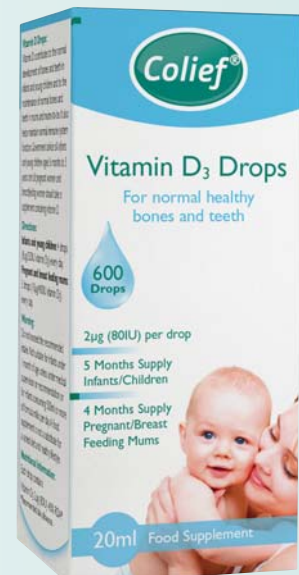
Colief® Vitamin D₃ Drops

Food supplement which helps normal development of healthy bones and teeth

Why recommend Colief® Vitamin D₃ Drops?

- No sugar, preservatives or flavourings
- Can mixed with food/drink or given directly by mouth
- 5 months' supply for infants/children (age 1 month +)

Department of Health Guidelines recommend 7-8.5µg of vitamin D per day for children aged 6 months to 5 years (4 drops of Colief® Vitamin D3), and 10µg (400IU) per day (5 drops) for pregnant and breast feeding mums.



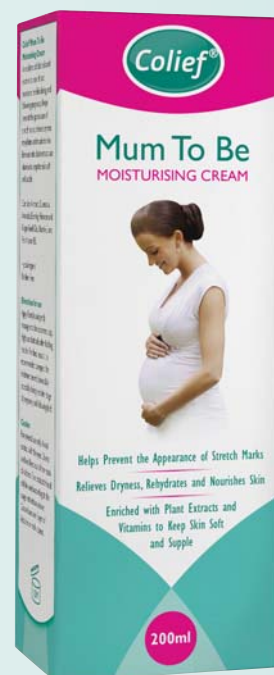
Colief® Mum to Be Moisturising Cream

Nourishes body during and after pregnancy

Plant oils and vitamins include pro-vitamin B5, almond, avocado, evening primrose, grape seed oil, Vitamin E and soothing calendula.

Why recommend Colief® Mum to Be Moisturising Cream?

- Helps prevent stretch marks
- Protects against itchy and dry skin
- Hypoallergenic, paraben free formula
- Excellent consumer price point - €9.99 for 200ml



Spreading the word about the Colief® Range

Targeted Facebook and digital display



Join the conversation on:

www.facebook.com/ColiefCare

Visit us for tips, competitions, advice & inspiration

Mums know to call on Colief®

Help ease colic discomfort with Colief® Infant Drops



INFLANT DROPS

Mums know to call on Colief®

Help ease colic discomfort with Colief® Infant Drops



Join the conversation on:

www.facebook.com/ColiefCare



Join the conversation on: Visit us for tips, competitions, advice & inspiration

www.facebook.com/ColiefCare

Mums know to call on Colief®



- Point of Sale Material
- Promotional Activity in-store

Press advertising



On-line support and helpline for parents

Nurse advisors are available to answer parents queries on our free

Colief® helpline 1 800 522 8243

or e-mail at

info@colief.com

For professional and consumer queries:

www.colief.ie



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