

GSKCH Launch Women's Horlicks

Women's Horlicks is designed to help fill the dietary gap of essential micronutrients - vitamins and minerals. It contains a unique combination of HEMOCAL®; nutrients which provides good quality milk protein along with 100% of the daily requirements of iron, calcium, Vitamins B2, B6, B12, folate as well as Vitamin C for replenishment of nutrition bank and for healthy blood and bones

Noida, Uttar Pradesh, IND, 2008-04-16 12:35:21 (IndiaPRwire.com)Being a woman in today's world is challenging enough! On top of that, women have to cope with what their body goes through. Periods, stress, fatigue and sometimes, mood swings and irritability are some of the challenges a woman has to go through. Women could loose up to 1 Litre of blood a year through periods and this equates to donating blood 3 times a year or 22% of their total blood volume! Women have to cope with these and much more, that is why the demands on their body are huge and nutritional needs are very different. Recognizing this need, GlaxoSmithKline Consumer Healthcare has launched New **Women's Horlicks**, the first and only health drink for woman in India formulated on WHO guidelines for menstruating women.

Specially formulated taking into account the needs and requirements of a modern day woman, **Women's Horlicks** is designed to help fill the dietary gap of **essential micronutrients** - vitamins and minerals. It contains a unique combination of **HEMOCAL®**; nutrients which provides good quality milk protein along with 100% of the daily requirements of **iron, calcium, Vitamins B2, B6, B12, folate as well as Vitamin C** for replenishment of nutrition bank and for healthy blood and bones.

Women's Horlicks provides the **complete** list of micronutrients recommended for women by the **World Health Organisation (As per WHO RDA 19-50 year menstruating women)** to help cope with the numerous challenges such as **periods, fatigue, mood swings and irritability**.

Women's Horlicks is economically priced at **Rs 100 for 200g** in an attractive jar with a flip top lid and available in two flavours—**Chocolate and Caramel**. With low fat, no added sugar and rich in milk protein, New Women's Horlicks is positioned as an ideal nutritional supplement for menstruating women. Thus, along with Mother's Horlicks - 'the ideal nutritional supplement for pregnant and breastfeeding women', creating a portfolio of specialist nutritional products for women.

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ABOUT VIA MEDIA

Via Media & Communications is a healthcare communication organization. They are functioning as a coordinator between health sector and the media. They have been engaged in various healthcare awareness and various public health programs as a part of their social responsibility. Besides bringing positive developments into light, they also are involved in highlighting key developments in health sector through the media as well as increasing public awareness on general health issues. As pioneers in healthcare communications, it is their constant endeavor to keep media updated with the latest issues and developments happening in healthcare arena around the world.

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