

### Incorporating Organic Options Into A Healthy Lifestyle

(NAPSA)—More and more families today are choosing organic options as a part of a healthy lifestyle. This is especially true for moms who want to give their children a strong start in life by encouraging them to eat healthy, natural foods.

But an organic lifestyle is about more than just the food you eat and it's more than just a trend—it's about taking charge of your health and developing smart habits for your family. In fact, a recent survey conducted by the Hartman Group found 58 percent\* of moms use or are open to using organic products for their baby.

“As a new mom and a doctor, I understand the desire to give your family wholesome and healthy foods,” says Dr. Julie Segal, a pediatrician at Atlanta’s Children’s Wellness Center of Northside Hospital. “If you choose organic options, look for high-quality products from brands you trust.”

Dr. Segal has additional tips for families who want to go organic:

- Look for the USDA Organic seal. This seal provides assurance that the product contains proper amounts of organic ingredients.
- Trusted brands mean trusted taste and nutrition. Many brands that you have known and relied on for years offer organic options.
- Organic food and other products can now be found almost anywhere. Look in grocery stores,



natural foods stores and at local farmers’ markets.

- There is a good reason for those higher prices. USDA organic standards are rigorous and it can take some time for a product to be approved. Organic supplies are limited, so organic ingredients can cost more than non-organic.

A natural, organic lifestyle can even begin at birth. Moms who are looking for organic formula options for their babies should try Similac® Organic infant formula. Certified USDA organic and made with wholesome organic milk, Similac Organic also has the trusted nutritional benefits of Similac® Advance®, including DHA and ARA for brain development.

As your baby grows, there are even more organic options. Several brands offer organic milk, cereals, baby food and other items such as organic bath products and baby clothes made from organic materials.

For more information on organic infant formula, visit Similac Organic.com.

\* Conducted by the Hartman Group, the leading expert organic consulting agency.