

### **NUTRITIONAL GROWTH SOLUTIONS LAUNCHES PATENTED NUTRITIONAL SHAKE RANGE FOR BOYS 10+**

#### **HIGHLIGHTS:**

- **Nutritional Growth Solutions launches Healthy Heights® Grow Daily Boys 10+ nutritional shake range to support the nutritional needs of growing pre-teen and teenage boys**
- **Formulated with a patented blend of micro and macro nutrients designed to support physical development**
- **Product launched under new name 'Healthy Heights®' along with refreshed branding**
- **Launching in North America, with other global markets to follow**

**23 August 2021 – Nutritional Growth Solutions Ltd. (“the Company” or “NGS”, ASX:NGS)**, a global nutrition company that creates scientifically formulated and clinically studied supplements to support growth development in children and young people, has launched a new product range for pre-teen and teenage boys, *Grow Daily Boys 10+*.

Initially launching in the U.S., the new range is formulated with a patented blend of micro and macro nutrients to support the physical development of young males entering pre-teen and teenage years.

The launch of *Grow Daily 10+* is the first product launched under NGS' new branding that includes a new overarching brand name “Healthy Heights®,” along with a refreshed look and feel that is designed to support the next stage of the brand's evolution as NGS enters new markets and releases additional products. The original Healthy Height® product will change name to *Grow Daily 3+*.

Nutritional Growth Solutions Director of Clinical Studies, Dr. Michal Yackobovitch-Gavan said:

“Whilst nutritional needs are similar for boys and girls ages 3-9, during puberty they have different nutritional needs. For this reason, we dedicated this new product line for boys in the 10 years and up age group and will design another product line for girls of the same age. We will soon be able to publish the results from the clinical study with *Grow Daily Boys 10+*”.

Nutritional Growth Solutions CEO and Managing Director, Liron Fendell said:

“There are more than 20 million children in the U.S. between ages 10-14<sup>1</sup>, who will now be able to enjoy Healthy Heights® nutrition, in addition to our existing consumer base of children 3-9 years old. In China, there

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<sup>1</sup> <https://www.childstats.gov/americaschildren/tables/pop1.asp>

are about 200 million children between ages 3-14<sup>2</sup>. As birth rate in China declines, children between the ages 3-14 become the main consumers. But whilst this group of rapidly growing adolescents has unique nutritional needs, there are very few products addressing these needs, let alone products that have been clinically tested.”

“Our flagship product, Healthy Height®, was developed by pediatricians and has been clinically proven to help children aged 3-9 years old grow taller. After continued high demand from parents requesting a supplement solution for their pre-teen boys, we developed Healthy Heights® Grow Daily Boys 10+ and are excited to be launching it to market to help even more children and young people grow into the person they are meant to be.”

Healthy Heights® Grow Daily Boys 10+ will be available online at [www.healthyheights.com](http://www.healthyheights.com) in North America, with additional markets to follow.

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*This announcement has been authorised for release by the Board of Directors of Nutritional Growth Solutions Ltd.*

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**About Nutritional Growth Solutions**

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children and young people. NGS develops, produces and sells clinically tested nutritional supplement formulae for children and young people following 20 years of medical research into pediatric nutrition at Schneider Children’s Medical Centre, Israel’s largest pediatric hospital. The nutritional supplements market has experienced tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to 14-old consumers represent a larger market opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

[ngsolutions.co](http://ngsolutions.co)

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<sup>2</sup> <https://www.statista.com/statistics/250650/number-of-births-in-china/>