



*Healthy . Yummy . Nutritious*

# About MommyJ Baby Healthy Food



**MommyJ Healthy Baby Food** was inspired by a simple idea: to provide babies with the best possible start in solids journey through healthy and nutritious food.

When my first daughter started eating solid foods, I was frustrated by the **lack of options for baby food that was truly healthy and natural**. I wanted to provide her with the best of everything, and that meant **feeding her food that was free from additives and preservatives**.

Then I decided to start my **own brand**, using only the **purest and simplest organic or natural ingredients** that I would be happy to feed to my own children. Our products are carefully designed to **provide babies with the nutrition they need to grow and thrive**, without any added additives.

Today, our brand is **dedicated to providing parents with healthy, convenient options** for their little ones. We will continue to strive for greatness! To provide the little ones and the family with the **best quality, nutritious food that is pure, safe and sustainable**.

**Founder of MommyJ Healthy Baby Food**  
*Jacklyn*

# Our Milestones

2014

Started R&D for 1st Daughter

Feb 2017

Featured by A Healthy Lifestyle Magazine

A Healthy Lifestyle. 健康



April 2016

Established "MommyJ Healthy Baby Food"



星洲日報  
SIN CHEW DAILY

May 2017

Featured by Sin Chew



Jul 2018

Awarded Babytalk & Mamapapa Reader's Choice



July 2022

HQC Accreditation (Halal Quality Control)



Sep 2022

GMP Accreditation (Good Manufacturing Practices)



Jan 2022

Halal Accreditation

Aug 2018

Interviewed by TV2



## MommyJ Cares Every Bite of Your Little Ones



### Fulfil Baby's Needs

A good helper for mothers during different stages of solid journey.



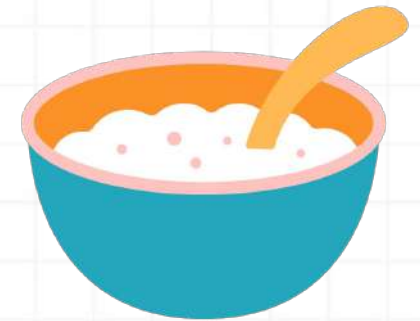
### Healthy & Nutritious Choice

A good choice to make mother worriless and baby eats healthily



### The Purest and Simplest Ingredients

No Added Sugar, Salt, Additives & Preservatives.



### Original Taste & Flavor

Protect baby with natural taste and nutrition.



# MommyJ Products Catalog



**Baby Organic  
Pure Rice Cereal**



**Baby Grains**



**Baby Pure  
Rice Puffs**



**Baby Teething  
Rusks**



**Premium  
Red Palm Oil**

**New Launch**



**Pure Food Powder**



**Baby Instant  
Porridge**



**Baby Yogurt  
Melts**



**Baby Organic  
Stick Noodles**



**Bow Tie  
Pasta**



**Kid-Friendly  
Traditionally  
Fermented Soy  
Sauce**

# Products Overview



| Products     | Baby Organic Pure Rice Cereal | Baby Grains | Baby Rice Puffs | Baby Teething Rusks |
|--------------|-------------------------------|-------------|-----------------|---------------------|
| Suitable For | 6m+ & 9m+                     | 6m+ - 18m+  | 6m+             | 6m+                 |
| Net Weight   | 8 pcs x 15g                   | 850g - 900g | 45g             | 6 x 14g             |

# Products Overview



**New Launch**



| Products     | Premium Red Palm Oil | Pure Food Powders | Baby Instant Porridge | Baby Yogurt Melts |
|--------------|----------------------|-------------------|-----------------------|-------------------|
| Suitable For | 6m+                  | 6m+               | 7m+                   | 7m+               |
| Net Weight   | 250ml                | 20g - 40g         | 3 x 80g               | 20g               |

# Products Overview



| Products     | Baby Organic Stick Noodles | Bow Tie Pasta | Kid-Friendly Traditionally Fermented Soy Sauce |
|--------------|----------------------------|---------------|--|
| Suitable For | 7m+                        | 7m+           | 12m+   |
| Net Weight   | 200g                       | 8 x 30g       | 220ml  |



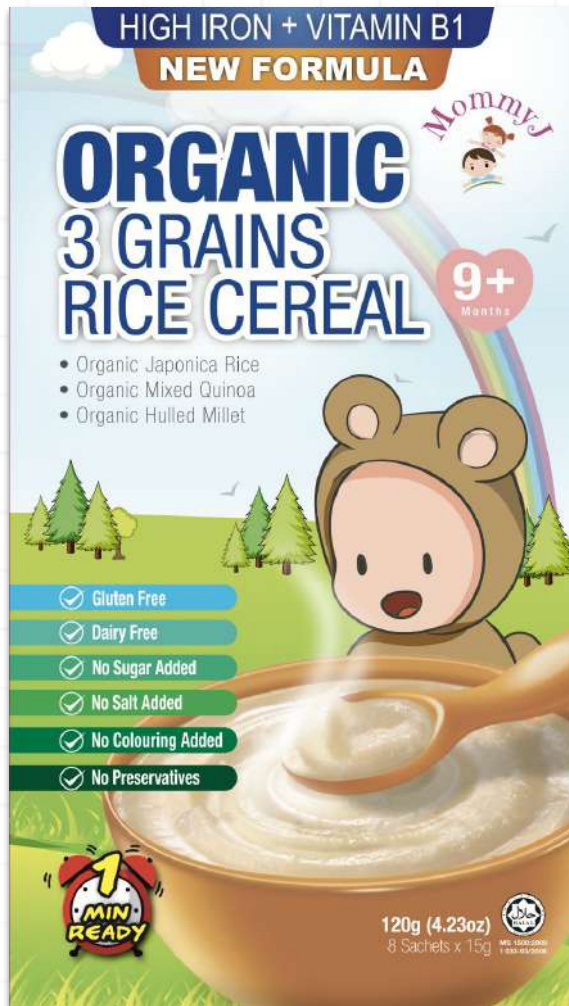


## Organic Japonica Rice Cereal

*Ingredients: Organic Japonica Rice, Iron, Vitamin B1*

### Description:

- One of the **highest level of iron-fortified rice cereal** in the market. We ensure the **iron levels are safe** for little one's consumption while **meeting the highest needs of iron**.
- **Iron-fortified:** A good first food for baby as it contains **iron and vitamin B1** to meet **infants' developmental needs**.
- Smooth texture for **easier digestion and least likely to cause an allergic reaction**.
- Using only **pure ingredients**. **No sugar or Maltodextrin** are added.
- **Travel friendly, convenient and safe** with individual **food grade aluminium sachet pack**.

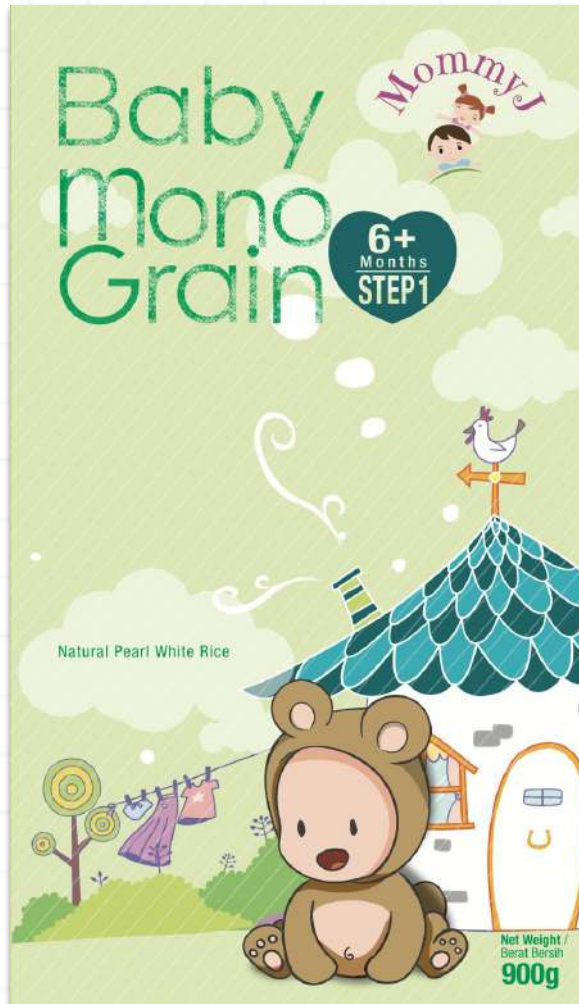


## Organic 3 Grains Rice Cereal

**Ingredients:** Organic Japonica Rice, Organic Mixed Quinoa, Organic Hulled Millet, Iron, Vitamin B1

### Description:

- One of the **highest level of iron-fortified rice cereal** in the market. We ensure the **iron levels are safe** for little one's consumption while **meeting the highest needs of iron.**
- **With Iron-fortified:** Contains **iron and vitamin B1** to meet infants' developmental needs.
- Consists of a variety of good source of **Vitamin and minerals** which including **healthy Omega-3** that help your **baby's brain development.**
- Using only **pure ingredients. No sugar or Maltodextrin** are added.
- **Travel friendly, convenient and safe** with individual **food grade aluminium sachet pack.**

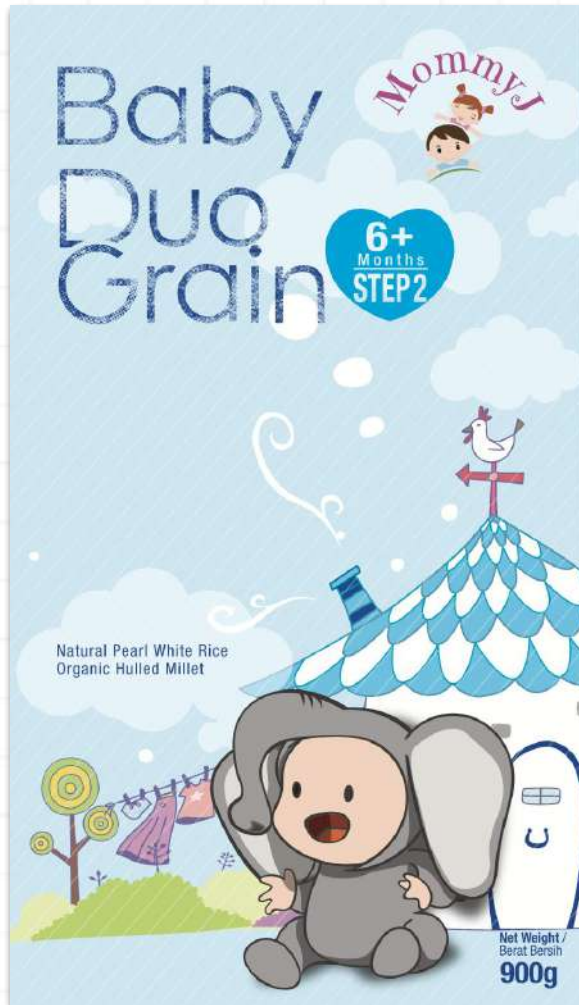


## Step 1: Baby Mono Grain

*Ingredients: Natural Pearl White Rice*

### Description:

- Suitable for **baby's first supplementary food**, due the starch in the grains is almost **ALLERGIES FREE** to baby.
- **Easier** for the little ones to **digest** it.
- Consists of **protein & amino acid** which are essential for **baby development**.
- Promote the formation of soft small clots of casein in milk powder, resulting in **easier digestion and absorption of milk powder**.

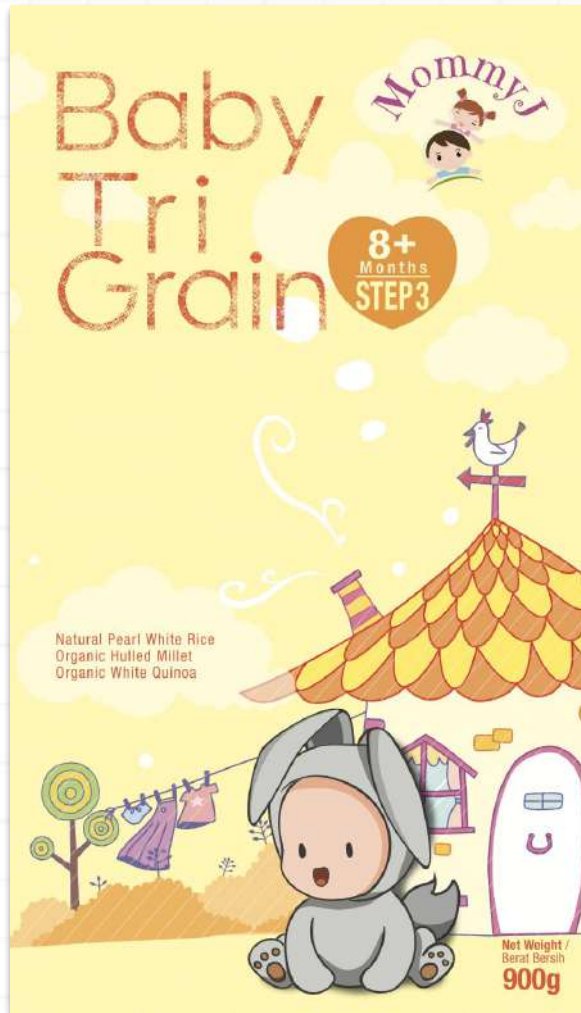


## Step 2: Baby Duo Grain

**Ingredients:** Natural Pearl White Rice, Organic Hulled Millet

### Description:

- After Baby has consumed Step 1 and adapt to it, it is time for Baby to be **introduced to Step 2.**
- Specially formulated for baby's digestive system **for more nutrients absorption.**
- The nutrients in Millet also good for **baby's bone development.**

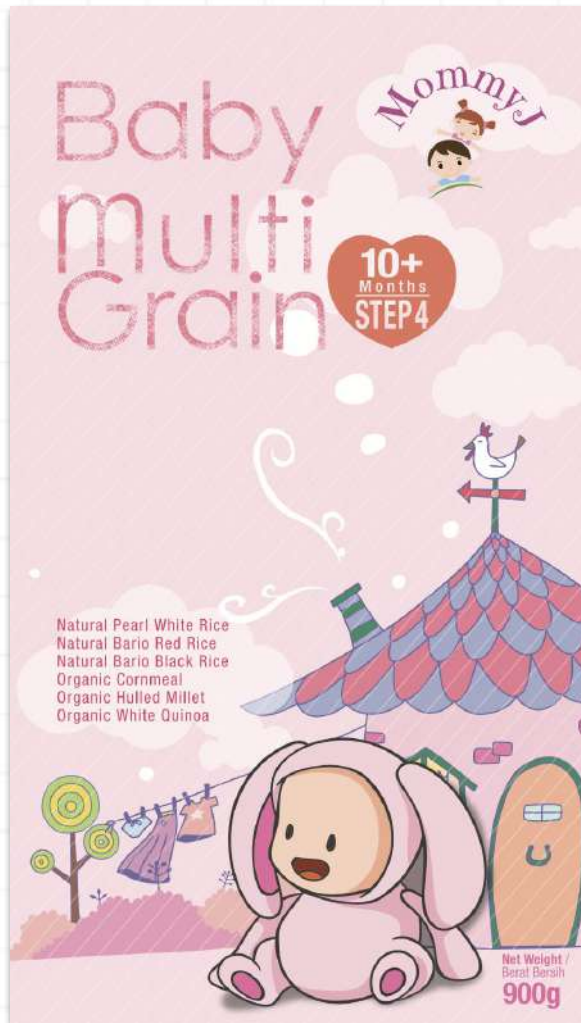


## Step 3: Baby Tri Grain

**Ingredients:** Natural Pearl White Rice, Organic Hulled Millet, Organic White Quinoa

### Description:

- **STEP 3 Baby Tri-Grain** is formulated specially for **8+ months Baby**.
- Provide **good source of vitamin and minerals**.
- Organic White Quinoa: Consists of **healthy omega-3** which help in little one's **brain development**.
- When quinoa is cooked, the **“germ”** comes out of each seed. It **looks like a small white worm** and it is **nothing to be afraid of**. The germ is the embryo of the seed, and **it's very nutritious!**

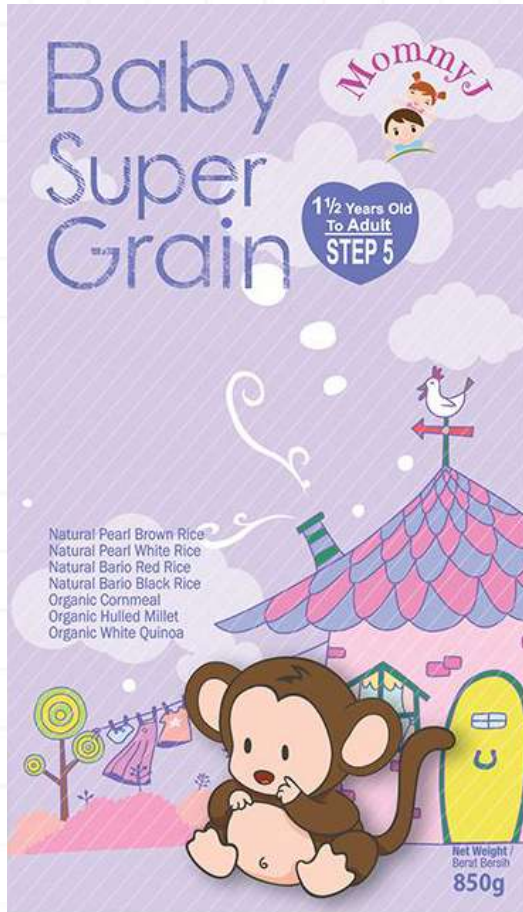


## Step 4: Baby Multi Grain

**Ingredients:** Natural Pearl White Rice, Organic Hulled Millet, Organic White Quinoa, Organically Grown Bario Black Rice & Red Rice, Organic Cornmeal

### Description:

- **STEP 4 Baby Multi-Grain** is formulated specially for **10+ months baby**.
- Provide a more complete of **B complex vitamin, minerals & useful protein**.
- Grain with soft texture, **easily to be digested** by baby.



## Step 5: Baby Super Grain

**Ingredients:** Natural Pearl Brown Rice (Germ Rice), Natural Pearl White Rice, Organic Hulled Millet, Organic White Quinoa, Organically Grown Bario Black Rice & Red Rice, Organic Cornmeal

### Description:

- **STEP 5 Baby Super-Grain** is formulated specially for **18+ months toddler**.
- **Natural Pearl Brown Rice (Germ Rice):** Extremely good for **toddler's immune system, bone development, brain development, prevent allergic skin diseases** and many more.



## Baby Pure Rice Puffs

**Ingredients:** White Rice + Brown Rice + Pure Apples / Bananas / Blueberries.



### Description:

- One of the **safest & healthiest rice puffs** in the market with using only **pure ingredients**.
- **Quality Assurance** with **Lab tested result - Zero Heavy Metal** (Free from **In-organic Arsenic , Mercury, Lead & Cadmium**)
- Mixed with **pure natural fruits** that **rich in vitamins and calcium**, helps **promotes the development of the children**.
- **Non-fried** and **non-baked**. **Fluffy & crispy**, carries a **taste of natural sweetness**.
- **Easily dissolves** and melts in baby's mouth.
- **Perfect size and shape** to encourage **hand-eye coordination & reduce risk of choking**.





## Baby Teething Rusks (No Salt Added)

**Ingredients:** Flour, Milk Powder, Sugar, Seaweed Calcium

### Description:

- Unlike most of the teething rusks in the market, there is **no salt added in our teething rusk** as **baby under one year old should not be given salt** because their kidneys are not matured yet.
- The texture is **specifically designed for baby's gums. 75% heavier and more compact in a stick.**
- **Satisfying baby's natural urge to chew and bite**, providing your baby with the **maximum comfort and taste.**
- Contain **vitamins and seaweed calcium** which are highly beneficial for growth.





## Premium Red Palm Fruits Oil

### Description:

- **Cold-pressed & unrefined oil** (To retain oil's **natural nutrients** )
- Rich in **Vitamin A and Carotenoids** that **good for development of the eyes, nervous system, brain and eyes.**
- Rich in **Vitamin E: antioxidant** and **helps reduce inflammation and adjust immunity.**
- With **excellent thermal stability** of 230'c makes it great choice for cooking oil.
- Suitable for:
  - **Baby 6 months old & above**
  - **Pregnancy**
  - **Lactating Mother**
- How to use: **Drizzle on rice cereal & porridge, salad dressing, cooking, stir-frying and baking.**





## Pure Food Powder



### Description:

- Our Pure Food Powder is only **made from 1 ingredient** without any additives, preservatives or dissolvent.
- We are using **state-of-art dehydration technology** at a right temperature to **retain utmost nutrients** of the ingredients.
- Can be used to **increase nutrients and natural flavour** to baby food.
- How to use: To **sprinkle** it on baby food, for example: **rice cereal, porridge, soup, etc.**

New Launch



## Baby Instant Porridge - Salmon Pumpkin

**Ingredients:** Filtered Water, Calrose Pearl Rice, Pumpkin, Carrot, Salmon, Onions.

### Description:

- **Perfect healthy choice for busy moms:** Easy to prepare and the fastest way can be ready in just 40 seconds with microwave.
- **Reasonable serving size:** One pack one meal portion to reduce leftovers.
- **Multi-layer Protection for Freshness:** Four-layered retort pouch imported from Japan. Undergoing high-temperature sterilization to ensure products are fresh and safe to consume.
- **Well-balanced Nutritious Meal:** Specially formulated to meet the nutritional needs of babies' growth, providing protein, carbohydrates, vitamins, and other nutrients that contribute to a healthy body.
- **Obtained multiple authoritative certifications:** including HACCP and ISO 22000, ensuring that our production process and quality control meet international standards.
- **Nutrition on-the-go:** Travel-Friendly & Individual packaging design makes it easy for parents to bring it anytime, anywhere.



New Launch



## Baby Instant Porridge - Chicken Cauliflower

**Ingredients:** Filtered Water, Calrose Pearl Rice, Cauliflower, Carrot, Corn, Chicken, Onion.

### Description:

- **Perfect healthy choice for busy moms:** Easy to prepare and the fastest way can be ready in just 40 seconds with microwave.
- **Reasonable serving size:** One pack one meal portion to reduce leftovers.
- **Multi-layer Protection for Freshness:** Four-layered retort pouch imported from Japan. Undergoing high-temperature sterilization to ensure products are fresh and safe to consume.
- **Well-balanced Nutritious Meal:** Specially formulated to meet the nutritional needs of babies' growth, providing protein, carbohydrates, vitamins, and other nutrients that contribute to a healthy body.
- **Obtained multiple authoritative certifications:** including HACCP and ISO 22000, ensuring that our production process and quality control meet international standards.
- **Nutrition on-the-go:** Travel-Friendly & Individual packaging design makes it easy for parents to bring it anytime, anywhere.





## Yogurt Melts - Dragon Fruit

**Ingredients:** Culture Milk, Fresh Dragon Fruit Puree, Milk Powder, Tapioca Starch, Vitamin C, Lactobacillus Bulgaricus, Streptococcus Thermophilus



### Description:

- **Perfect texture** and **size** to **melt in baby's mouth.**
- Made from **Fresh Dragon Fruit Puree**, which is **free of: artificial, colors, flavors and sweeteners.**
- **High in Protein** which **builds body muscle.**
- It contains **Probiotic** which support baby's **digestive system and immune health.**



## Yogurt Melts - Mango

**Ingredients:** Culture Milk, Fresh Mango Puree, Milk Powder, Tapioca Starch, Vitamin C, Lactobacillus Bulgaricus, Streptococcus Thermophilus



### Description:

- **Perfect texture** and **size** to **melt in baby's mouth.**
- Made from **Fresh Mango Puree**, which is **free of: artificial, colors, flavors and sweeteners.**
- **High in Protein** which **builds body muscle.**
- It contains **Probiotic** which support baby's **digestive system and immune health.**



## Baby Organic Stick Noodles

**Ingredients:** Organic Wheat Flour, Broccoli / Tomato / Pumpkin, and Filtered Water.



### Description:

- We use only the **purest and simplest ingredients**.
- Unlike adult noodles, **no salt** is added in our Baby Organic Stick Noodle.
- The **fineness** of the noodles is kept at **0.1cm**, easier for babies to **chew and bite off** noodles.
- Bring **good nutrition and help baby's growth, improve immunity, promote metabolism** and so on.







## Bow Tie Pasta

**Ingredients:** Organic Wheat Flour, Superfood - Carrot Powder, Pumpkin Powder, Purple Sweet Potato Powder, Spinach Powder, Beetroot Powder, Filtered Water



### Description:

- These **5 colourful Superfood** has important roles vary for babies' health.
  - **Strengthening a babies' immune system,**
  - **Protecting their eyesight and many more.**
- **5 eye-catching** coloured pasta to **increase baby's interest** during feeding.



## Kid-Friendly Traditionally Fermented Soy Sauce

**Ingredients:** Whole non-GMO Soybeans, Organic Wheat Flour, Sea Salt, Organic Sugar Cane and Filter Water

### Description:

- **NOT of Mixed Soy Sauce | NOT of Combined Soy Sauce | NON Hydrolysed Soy Sauce**
- Non-toxic & healthier which **does not contain 3-MCPD** - a carcinogenic compound (**cancer causing agent**) that put health at risk.
- **Lower 45% of Sodium Level** \*compared to previous formula.
- **Traditionally fermented more than 6 months.** The **safest choice** in comparison to hydrolysed soy sauce which takes about 3- 7 days only.
- Comes with **Unique Dispense Control** feature to ensure children above 1 year old have an **adequate sodium level.**



## Testimonial from Hui Mei TV Host @ Astro MY



### Hui Mei:

When Miya turned 6 months old, I started preparing for her solids journey.

As a working mom, I don't always have much time to come up with different meals. All I can do is to **prepare healthy meals for her in the shortest possible time.**

From Miya's first solid food - **iron-fortified rice cereal, to baby grain**, and gradually adding vegetables, meat, and **pure food powder**, even Miya's **healthy snacks**, I'm using **MommyJ's products.**

I love their range of products with **no additives and preservatives.** It's the best choice for **keeping the little ones healthy and giving moms peace of mind.**

[Click here for Sharing by Hui Mei](#)



## Testimonial from Debbie Goh Malaysian Actress



### Debbie Goh:

When my baby started his journey with solid food, I began to busy with different recipes in the kitchen to provide him with healthy meals.

Now my baby's favorites are rice, fish, and chicken. So, it is very important that he eats nutritious rice every day, and **MommyJ Baby Grain is easily digestible and has high nutritional value.**

In his meals, I also selectively add a little bit of **MommyJ Kid-Friendly Traditionally Fermented Soy Sauce** to different dishes to **increase his appetite.**

He is the motivation behind my efforts in the kitchen.

[Click here for Video by Debbie](#)



## Testimonial from Emma Maembong Malaysian Actress

---



**Emma:**

Yeayyy!

Finally Emma managed to **settle Shariq's meals quickly using MommyJ's products.**

Mommies don't worry, MommyJ has been **recognized as halal by JAKIM.** You don't need to worry about giving your child products from MommyJ.

[Click here for Video by Emma](#)



## Click for Recipes Sharing

---



- Baby Grains
- Baby Organic Stick Noodles & Bow Tie Pasta
- Meat (Fish, Prawn, Chicken etc.)
- Bread, Cereal, Dessert etc.
- Soup, Eggs, Veggie etc.



*Thank You!*

For any enquiries,  
you may reach us at:

**Contact No.**

018 314 4338

**Email Address**

mommyj.customercare@gmail.com

**Company Website**

<https://www.mommyj.co/>