1 Joey Chow tasting the healthy quick breakfast she had learnt to make with the help of nutritionist Sau Pei.

2 Children from House of Joy and Po from Kungfu Panda learning a few simple exercises from Sim.

3 BMS Organics and Po kicks off campaign.

Haha to a healthy lifestyle

Campaign aims to educate parents on the importance of nutritional food and exercise

story by
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BMS Organics is educating parents to ensure their children grow up healthy, active, and happy through its campaign called Haha Kids.

The campaign, which stands for Healthy, Active, Happy and Advance, continues on from the tie-up between BMS Organics and DreamWorks Studio during Chinese New Year to promote the new *Kung Fu Panda 3* movie.

It aims to teach parents the importance of providing children with the proper nutrients and topping that up with regular exercise for them to lead a healthy and active lifestyle from a young age.

Haha Kids also wants to inspire children to take charge of their health and lifestyle and grow up from a holistic aspect of body, mind and spirit which is the company's corporate philosophy.

The campaign promotes the Haha Kids series which are plant based whole food products that provides ideal amount of vitamins, minerals, carbohydrates, protein and fat for healthy children's growth.

The food products have no artificial additives, colouring and preservatives, and is suitable for children with specific nutrient requirements for ages 1-5 and 6-12.

The Haha Kids series features four different types of packages for kids priced from RM268 to RM298, all which comes with milk powder or oat milk, spirulina, enzymes, multi-grain meal and a free cartoon bag.

Promotion ends April 30.

BMS Organics chief executive officer Terry Lee said BMS Organics was committed to keeping Malaysians healthy by observing a vegetarian or organic diet and consuming less meat.

"Choosing healthy foods for infants and young children is critical because food preferences are established in early life.

"Feeding infants energy-dense, high fat, high sugar and high salt foods are key contributors to childhood obesity," he said.

He hoped that when children achieved a healthy mind, and active body, they would use the energy to protect Mother Earth.

Their partnership with *Kung Fu Panda 3* brings about a good wholesome cheer to kids and adults alike as the movie is packed with life-enriching lessons such as being kind, courageous, true to oneself and to be the best one can be.

Attendees at the launch, including children from House of Joy, listened to a health talk by nutritionists who detailed out the four key nutrients for children, five principles for healthy eating, ways to make eating fun and attracting but not distracting, and the importance of exercise for children.

Eleven-year-old Joey Chow and Seow Soon Yang from the home volunteered to help the nutritionists make quick and healthy breakfast suitable for children, using the Haha Kids series food products.

Later, all 10 children from the home were taught simple exercises by Yang Style Tai Chi Chuan Association of Malaysia Tai Chi master Sim Eng Ker and went home with not just packs of healthy food products but also movie tickets to watch the upcoming *Kung Fu Panda 3* movie.

For those who desire to be healthier and are uncertain what to do can contact the Nutritionist hotline 1 300-888-267 to seek advice or relevant information on nutrition-related matters.