



In the news

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A Fresh Start® for Your Baby's Health
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by **Jake Mossman, Owner of Taos Pharmacy**

The United States is facing a weight management crisis. A recent telephone survey estimated that 21 million men and 23 million women in the US are obese. This reflects a 74% increase since 1991! Obesity increases the risk of many chronic illnesses such as diabetes, arthritis, and heart disease. In light of these concerns, it is extremely important that parents teach their children healthy eating habits at an early age. To help parents of infants feed their babies healthy foods, Taos Pharmacy introduces The Fresh Start Kit®. This kit, developed by former Angel Fire resident Joan Ahlers and her friend Cheryl Tallman, is designed to make it easy to make healthy, all-natural baby food at home. The kit includes easy-to-read information about introducing solid food, using the Fresh Start® system, and more than 40 recipes to help get you started. A video tape of step-by-step instructions of the baby food making system from selecting the right produce to making and serving baby food makes using the Fresh Start® system easy. Also included is a quick reference card, which provides information regarding the best sources of nutrients for babies, baby ailments, emergency first aid, and more useful information. The kit contains specially designed freezer trays to help store single one-ounce servings. As the developers say, "All you need is fresh produce, the baby and a cup of love."

Some of the benefits of homemade baby food include eliminating all additives in your baby's diet, food that tastes, smells, and looks great to stimulate your baby's senses, increased control and knowledge of the food your baby is eating, an enhanced variety of foods to establish a balanced diet, and a lower cost compared to store-bought baby food. **You can introduce healthy eating to your baby and save money!** The kit is designed for the introduction of solid food to babies 4 to 6 months old. It is packed with practical tips on introducing your baby to "real" food. The Fresh Start® system is easy to use and designed to allow you to prepare 24 servings in less than 30 minutes. The greatest benefit derived is a start on a lifetime of healthy eating for your baby. Healthy eating habits may be the single best health-related gift you can give your child—get started with The Fresh Start Kit®.

TAOS PHARMACY IS COMMITTED TO HEALTH. BRING IN THIS AD AND GET \$5.00 OFF THE PURCHASE OF A FRESH START KIT®. OFFER GOOD UNTIL 3/31/03.