



## BACKGROUND

- Loya Premium Hi-Cal is a Full Cream Milk Powder Brand.
- It is made from the very best fresh cows' milk under strict quality conditions.
- Launched into the Nigerian market in August 2011.
- The ingredients include full cream milk, calcium, lecithin and vitamins (A,C,D,E & K).
- Loya Milk is produced by Promasidor Nigeria Ltd.

FEATURES	BENEFITS
Loya Premium contains 50% more calcium than ordinary, standard full cream milk powders.	Loya Premium's Hi-Cal calcium formulation is essential for building and maintaining strong bones and teeth during both formative and adult years. As we get older we need calcium to maintain bone density and prevent bone diseases such as osteoporosis. Calcium also protects the heart by lowering blood pressure, thereby indirectly reducing the prevalence and severity of hypertension.
Loya Premium is presented in four pack sizes: 20g sachet, 400g sachet, 400g sachet, 400g and 900g tin.	Range of pack sizes to accommodate all occasions and pockets.
Loya Premium has been fortified with a unique blend of vitamins A, C, D, E and K	Added nutrition ensuring a strong and healthy family.

# Loya Milk



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