

## Straw Power :30 (location)

1/3

1



A girl pops into frame and takes a big enjoyable sip of Kid Essentials.

V/O: "Introducing NEW Boost Kid Essentials..."

2



She is amazed as the straw takes on a life of it's own, jumping out of the drink box and twirling around her head.

V/O: "...the only nutritionally complete drink..."

3



The girl runs along playfully as the straw twirls around her.

V/O: "...that gives kids..."

4



She encounters a boy who sneezes. The straw quickly forms a protective barrier around her.

LEGAL TITLE: L. reuteri Protectis has been clinically shown to help strengthen the immune system when consumed daily. For more information about clinical trials involving L. reuteri Protectis, go to [www.kidessentials.com](http://www.kidessentials.com)

V/O: "...the power of immune strengthening probiotics."

5

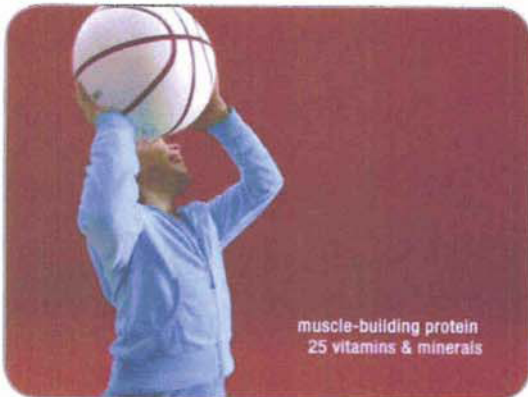


The girl continues on her way and as she approaches a basketball net, the straw forms stairs for her to step up on.

TITLE: Muscle-building protein

V/O: "PLUS the power to grow strong - with muscle-building protein..."

6



She takes a shot and hits a perfect swoosh.

TITLE: 25 vitamins & minerals

V/O: "...and 25 vitamins & minerals."

7



Cut to straw popping back into drink box. The vortex of wellness swirls around the box, highlighting product attributes.

TITLES: Immunity-strengthening probiotics / 7 g protein / 25 vitamins & minerals

V/O: "NEW Boost Kid Essentials: complete nutrition for your child's healthy growth..."

8



The straw bends forwards, and probiotics titles emerge, followed by animated probiotic bubbles and a twirling arrow.

TITLES: Probiotic straw / Clinically shown to help strengthen the immune system

V/O: "...and probiotics clinically shown to help strengthen the immune system."

8



Cut to close-up of the girl grabbing the drink box and enjoying another sip

V/O: "...So the power to do anything..."

9



She finishes her sip, turns and skips out of frame...

V/O: "...is possible every day."

10



...revealing the logo and website.

V/O: "Look for us next to Pediasure."

LEGAL TITLE: To find out more, talk to your pediatrician.



70-8223-21-P0083 70-8223-31-P0053  
 70-8223-41-P0014 70-8223-51-P0097 70-8223-61-P0485

SHAKE WELL BEFORE SERVING

ENJOY BY:

RESERVE  
PULL TAB

PIERCE SEAL WITH  
FULLY EXTENDED STRAW

CHILL FOR BEST FLAVOR

**Complete,  
Balanced  
Nutrition for  
Your Child's  
Healthy Growth  
and Strong  
Immune System!**

**Instructions For Use:**  
Ready to drink.  
Do not store at  
temperatures above  
77°F. Do not freeze.

**Interlocking Straw:**  
Fully extend, pierce  
seal with pointed end  
and insert fully.

**Chill • Shake Well**  
Refrigerate After  
Opening and Use  
Within 24 Hours.

**INGREDIENTS:** WATER, SUGAR, MALTODEXTRIN, FRUCTOSE, SODIUM CASEINATE (MILK), HIGH OLEIC SUNFLOWER OIL, SOYBEAN OIL, SUGAR PROCESSED WITH ALKALI, MEDICINAL GRAIN TRIGLYCERIDES, WHEY PROTEIN CONCENTRATE, CALCIUM CASEINATE AND LESS THAN 0.5% OF CALCIUM PHOSPHATE TRIBASIC, CELLULOSE GEL, POTASSIUM CITRATE, SOY LECITHIN, MAGNESIUM PHOSPHATE TRIBASIC, CHOLENE, CHLORIDE, NATURAL AND ARTIFICIAL FLAVOR, SODIUM CHLORIDE, CARAGEENAN, ACESULFAME K, CELLULOSE GUM, INULIN, D-INSITOL, ALPHA TOCOPHERYL ACETATE, FERROUS SULFATE, ZINC SULFATE, NIACINAMIDE, L-CARNITINE, CALCIUM PANTOTHENATE, VITAMIN B6 HYDROCHLORIDE, THIAMINE HYDROCHLORIDE, COPPER GLUCONATE, MANGANESE SULFATE, RIBOFLAVIN, PHORBETIC ACID, POTASSIUM PALMITATE, BETA CAROTENE, FOLIC ACID, BIOTIN, CHROMIUM CHLORIDE, POTASSIUM IODIDE, SODIUM MOLYBDATE, SODIUM SELENITE, VITAMIN K1, VITAMIN D3, VITAMIN B12, PROBIOTIC STRAW: CANOLA OIL, L. reuteri Probiotic



*\*Nutritionally Complete Drink with PROBIOTICS to Help Keep Kids Healthy*

Nutrition	
Serving Size	8.25 fl oz (244 mL)
Servings 1 Container	
Amount Per Serving	
Energy	244 kcal
Protein	7.3 g
Fat	9.3 g
Carbohydrates	33 g
L-Carnitine	4.1 mg
Taurine	22 mg
VITAMINS	
Vitamin A <sup>1</sup>	670 IU
Vitamin B6	0.64 mg
Vitamin D	150 IU
Vitamin B12	1.4 mcg
Vitamin E	7.7 IU
Niacin	4.1 mg
Vitamin K	9.8 mcg
Choline	100 mg
Vitamin C	31 mg
Biotin	78 mcg
Folic Acid	100 mcg
Pantothenic Acid	2.5 mg
Thiamin	0.66 mg
M-Inositol	20 mg
Riboflavin	0.51 mg
MINERALS	
Sodium	150 mg
Manganese	0.48 mg
Potassium	270 mg
Copper	0.25 mg
Chloride	150 mg
Zinc	2.9 mg
Calcium	290 mg
Iron	3.4 mg
Phosphorus	220 mg
Chromium	15 mcg
Magnesium	48 mg
Molybdenum	11 mcg
Iodine	29 mcg
Selenium	10 mcg

BOOST™ Kid Essentials provides complete, balanced nutrition for kids 1-13. Only BOOST Kid Essentials has the vitamins and minerals kids need plus immune-supporting probiotics and antioxidants to help keep them healthy!

- 25 Essential Vitamins and Minerals + 7g of Protein
- Flavorless Probiotics
- Antioxidants - Vitamins C, E and Selenium
- Lactose Free / No High Fructose Corn Syrup

Talk to your pediatrician about using BOOST Kid Essentials as a supplement with a meal or as a snack.

To learn more about immunity, probiotics, and antioxidants, visit [www.kidessentials.com](http://www.kidessentials.com)

Use under medical supervision. BOOST™ is a registered trademark of Société des Produits Nestlé S.A., Vevey, Switzerland. Manufactured for Nestlé HealthCare Nutrition, Inc., Minneapolis, MN 55440-0373 USA.

Questions or comments?  
Call us at  
(800) 247-7893,  
Monday-Saturday  
8 AM to 4:30 PM,  
Central Time



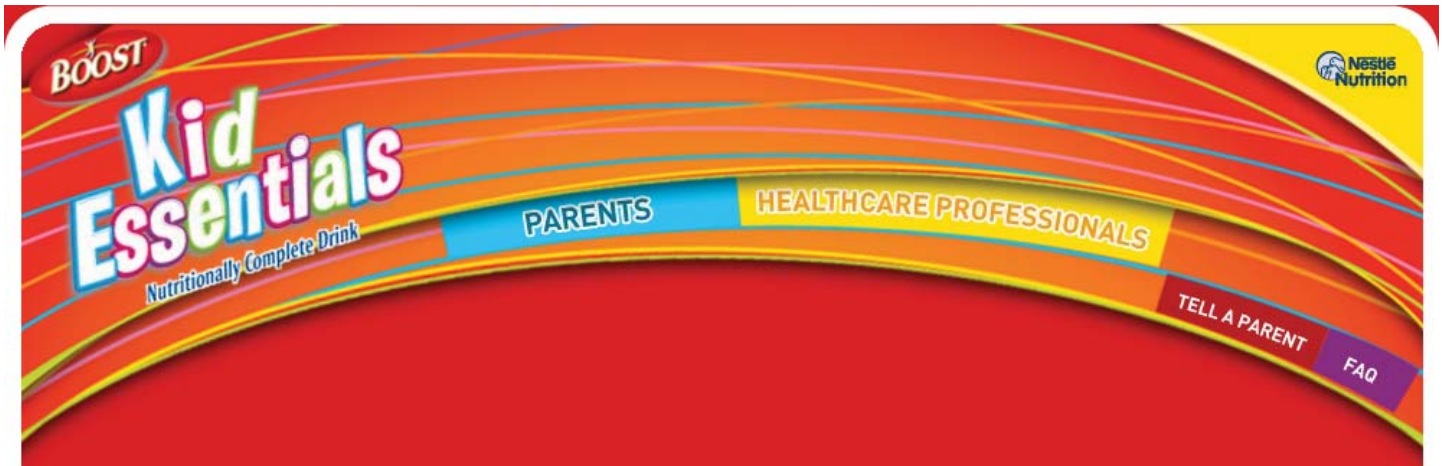
Immunity Support from PROBIOTIC Straw!



Patented by US 11,446,629 and US 6,293,294 and other pending patents held by BioGaia, licensed to Nestlé HealthCare Nutrition, Inc.







## FAQ

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### Q: Is BOOST® Kid Essentials Nutritiously Complete Drink a meal replacement?

A: Making healthy food choices and eating proper meals is always recommended; however, BOOST Kid Essentials Drink is an excellent alternative when a meal replacement is required. Each serving of BOOST Kid Essentials Drink provides 244 calories, 25 essential Vitamins and Minerals and 7 grams of muscle-building protein. Talk to your pediatrician about healthy eating and meal replacements.

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### Q: When is it most beneficial to take probiotics?

A: To gain the most benefits from probiotics, they should be consumed on a daily basis. By taking them regularly, probiotics are able to live in, or “colonize” the digestive tract and fight off bad bacteria. If your child has stomach problems, such as diarrhea caused by antibiotics, probiotics may help rebuild a healthy colony of good bacteria, which can aid the immune system when your child may need it most.<sup>1-3</sup>

References:

1. Szajewska H *et al.* Probiotics in gastrointestinal diseases in children: hard and not-so-hard evidence of efficacy. *J Pediatr Gastroenterol Nutr* 2006;42(5):454-75.
2. Tuohy KM *et al.* Using probiotics and prebiotics to improve gut health. *DDT* 2003;8(15):692-700.
3. Isolauri E *et al.* Probiotics: effects on immunity. *Am J Clin Nutr* 2001;73(suppl):440S-50S.

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### Q: What exactly do probiotics protect my kids from?

A: Probiotics are healthy bacteria that must be consumed in order to build up in our digestive system -in the lining of the GI tract. While they occur throughout nature, they are less likely to be present in large numbers in our own GI tract, and therefore need to be consumed to derive a benefit. They help balance and keep the levels of bad bacteria in check. Most importantly, they help keep our immune system healthy by increasing disease-fighting antibodies.<sup>1,2</sup>

References:

1. Tuohy KM *et al.* Using probiotics and prebiotics to improve gut health. *DDT* 2003;8(15):692-700.
2. Isolauri E *et al.* Probiotics: effects on immunity. *Am J Clin Nutr* 2001;73(suppl):440S-50S.

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### Q: Are probiotics effective against viruses?

A: Yes, certain probiotics have been shown to help fight viruses such as Rotaviral diarrhea.<sup>1</sup> *Lactobacillus reuteri* *Protectis* (the probiotic found in BOOST Kid Essentials Drink) has been shown to reduce the duration of diarrheal illness in children<sup>3</sup> and reduce the number of days that infants miss daycare due to illness.<sup>2</sup>

References:

1. Szajewska H *et al.* Probiotics in gastrointestinal diseases in children: hard and not-so-hard evidence of efficacy. *J Pediatr Gastroenterol Nutr* 2006;42(5):454-75.
2. Weizman Z *et al.* Effect of a probiotic infant formula on infections in child care centers: comparison of two probiotic agents. *Pediatrics* 2005;115:5-9.
3. Shornikova AV *et al.* Bacteriotherapy with *Lactobacillus reuteri* in rotavirus gastroenteritis. *Pediatr Infect Dis J.* 1997;16:1103-7.

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### Q: Are probiotics safe for my young child?

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**A:** Absolutely. The safety and efficacy of probiotic use has been documented for 100 years all around the world. Probiotic-supplemented infant formula has been available for over 15 years, in over 30 countries. *Lactobacillus reuteri Protectis* specifically has been thoroughly tested in infants, children and adults and has shown to be safe and effective.

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**Q: Why do I need to use the straw that is attached to the package?**

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**A:** Only BOOST Kid Essentials Drink delivers immune-supporting probiotics – and the straw is the only way to get them. If BOOST Kid Essentials Drink isn't served with the straw, your child won't receive the immune benefits from the probiotics.

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**Q: Can I re-use the BOOST Kid Essentials Drink straw?**

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**A:** No. The probiotics are in the straw. They are consumed along with the BOOST Kid Essentials Drink. Re-using the straw will not provide the benefits of probiotics.

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**Q: How do antioxidants help my child?**

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**A:** Antioxidants help kids fight the damaging effects of free radicals in their young, growing bodies. These immune-supporting agents can help kids fight off sickness at school, the playground, at home, or anywhere on-the-go.

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**Q: Where can I find BOOST Kid Essentials Drink?**

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**A:** BOOST Kid Essentials Drink is available at your local grocery, discount or drug store.

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**Q: Can I heat BOOST Kid Essentials Drink to make a drink like hot chocolate?**

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**A:** The immune support offered by the probiotic straw is most effective when BOOST Kid Essentials Drink is chilled, or remains under [77 degrees F]. Store BOOST Kid Essentials Drink in the fridge to maximize the immune benefits and to make it a refreshing treat. And remember, drinking hot beverages through a straw is not advised because your child may burn his or her throat or fingers.

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**Q: Is BOOST Kid Essentials Drink lactose-free?**

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**A:** Yes.

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**Q: My child is already a healthy eater. Is BOOST Kid Essentials Drink still beneficial?**

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**A:** Yes, the complete nutrition and probiotic immunity support found in BOOST Kid Essentials Drink provides benefits for most any child. To learn more, [click here](#).

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**Q: My child is a picky eater, how can BOOST Kid Essentials Drink help?**

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**A:** BOOST Kid Essentials Drink offers a delicious option with complete nutrition and probiotic immunity support for even the pickiest eaters. To learn more, [click here](#).

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**Q: My child is lagging behind on the growth curves, how can BOOST Kid Essentials Drink help?**

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**A:** As a nutritious and delicious snack or meal, BOOST Kid Essentials Drink helps provide a proper balance of key nutrients growing kids need. To learn more, [click here](#).

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**Q: Is BOOST Kid Essentials Drink an energy drink?**

**A:** No. Energy drinks typically contain some type of stimulant, such as caffeine or ginseng, along with high levels of sugar. BOOST Kid Essentials Drink provides the complete nutrition that children need without stimulants or large amounts of sugar.

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**Q: Is BOOST Kid Essentials Drink kosher?**

**A:** At this time, BOOST Kid Essentials Drink is not certified as kosher.

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**Q: Do BOOST Kid Essentials Drink contain gluten?**

**A:** No, BOOST Kid Essentials Drink is gluten free.

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**Q: How many times a day can my child drink BOOST Kid Essentials Drink?**

**A:** BOOST Kid Essentials Drink may be consumed with meals, or as a snack, and may therefore be consumed more than once per day. In order to make sure a child receives nutrition from a variety of sources, you may wish to limit daily intake to 2-3 servings. Speak with your pediatrician for more detail regarding how frequently your child may wish to use BOOST Kid Essentials Drink.

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**Q: Does BOOST Kid Essentials Drink contain the recommended daily levels of key nutrients like iron and calcium?**

**A:** BOOST Kid Essentials Drink provides 100% or more of the NAS-Recommended Dietary Allowances (RDA's) for protein, vitamins and minerals:

In 1000 mL (approx. 34 fl. oz.) for children 1-8 years of age\*

In 1500 mL (approx. 51 fl. oz.) for children 9-13 years of age\*

\* 100% of the RDA for children 4-8 years of age for vitamins B6 and K is provided in 1500 mL

Not intended for infants under 1 year of age

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**Q: Is there sugar in BOOST Kid Essentials Drink?**

**A:** BOOST Kid Essentials Drink contains sugar but no high-fructose corn syrup.

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**Q: What are the benefits of no high fructose corn syrup?**

**A:** High fructose corn syrup has been linked to the recent rise in obesity.\* That's why it's usually not considered an ideal alternative to other more natural sweeteners such as sucrose.

\*Bray GA. Consumption of high-fructose corn syrup in beverages may play a role in the epidemic of obesity. *AJCN*. 2004;79:537-543.

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**Q: Is BOOST Kid Essentials Drink appropriate for children with diabetes?**

**A:** According to the American Dietetic Association and the American Diabetic Association, individuals with diabetes may consume some sugar, and primarily need to be aware of their total carbohydrate intake. BOOST Kid Essentials Drink provides 33 grams of carbohydrate, which is the equivalent of 2 slices of bread. Speak with your child's healthcare provider regarding how to incorporate BOOST Kid Essentials Drink into a carbohydrate counting or diabetic meal plan.

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**Q: Is BOOST Kid Essentials Drink available through the WIC program?**

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**A:** BOOST Kid Essentials Nutritionally Complete Drink (retail) is a WIC eligible medical food for the medical condition of failure to thrive. The WIC approval for institutional\* BOOST Kid Essentials Nutritionally Complete Drink is still pending.

\*Healthcare Facilities

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\*WIC is a registered trademark of the US Department of Agriculture and an abbreviation for the Special Supplemental Nutrition Program for Women, Infants and Children.

The essential facts: a comparison of **BOOST® Kid Essentials Nutritionally Complete Drink** with probiotic immunity protection vs. **PediaSure®**\*

**Only BOOST Kid Essentials Drink provides immune-supporting probiotics** in its patented straw to help keep kids healthy.

BOOST Kid Essentials Drink provides complete, balanced nutrition for children ages 1 to 13 with **25** essential vitamins & minerals, **7** grams of muscle-building protein, and antioxidants.

*Plus* new BOOST Kid Essentials Drink contains **more of 15 key vitamins and minerals** than PediaSure.



PediaSure® is a registered trademark of Abbott Laboratories.  
\* Based upon calorically equivalent comparison.



## The nutritional advantage every kid deserves.

New BOOST® Kid Essentials Nutritionally Complete Drink contains *more of 15 key vitamins and minerals* than PediaSure®:

Nutrient	Unit	BOOST Kid Essentials Drink per 100 ml	PediaSure per 100 ml
ENERGY	kcal	100.0	101.0
PROTEIN	g	3.0	3.0
FAT	g	3.8	3.8
CARBOHYDRATES	g	13.5	13.0
VITAMIN A	IU	274.6*	169.0
VITAMIN D	IU	61.5	50.6
VITAMIN E	IU	3.2	2.5
VITAMIN C	mg	12.7	10.1
FOLIC ACID	mcg	41.0	33.8
THIAMIN	mg	0.3	0.3
RIBOFLAVIN	mg	0.2	0.2
NIACIN	mg	1.7	0.8
VITAMIN B6	mg	0.3	0.3
VITAMIN B12	mg	0.6	0.3
BIOTIN	mcg	32.0	19.0
PANTOTHENIC ACID	mg	1.0	1.1
VITAMIN K	mcg	4.0	6.8
CHOLINE	mg	41.0	34.8
CALCIUM	mg	118.9	105.5
PHOSPHORUS	mg	90.2	84.4
IODINE	mcg	11.9	9.5
IRON	mg	1.4	1.5
MAGNESIUM	mg	19.7	16.9
COPPER	mg	0.1	0.1
MANGANESE	mg	0.2	0.2
ZINC	mg	1.2	0.6
CHLORIDE	mg	61.5	114.8
POTASSIUM	mg	110.7	156.1
SODIUM	mg	61.5	38.0
CHROMIUM	mcg	6.1	7.6
SELENIUM	mcg	4.1	3.0
MOLYBDENUM	mcg	4.5	3.2

\* Based upon calorically equivalent comparison.

† Includes Vitamin A activity from beta carotene.

Data on BOOST Kid Essentials Nutritionally Complete Drink as of July 2008. Chocolate flavor comparison – PediaSure information from PediaSure.com; August 11, 2008.

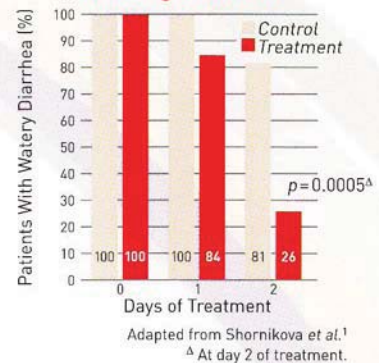
BOOST Kid Essentials Drink – a good source of antioxidants: Vitamins C, E, and selenium.

## The immunity support every kid needs.

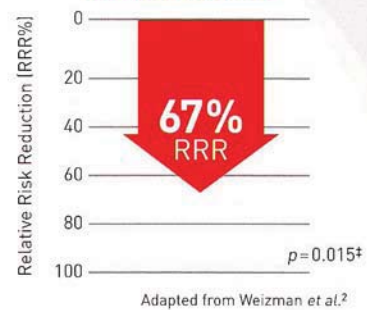
Only BOOST® Kid Essentials Nutritionally Complete Drink delivers *immunity-supporting probiotics*. PediaSure® does not.

Clinical studies of *L. reuteri* Protectis showed the following:

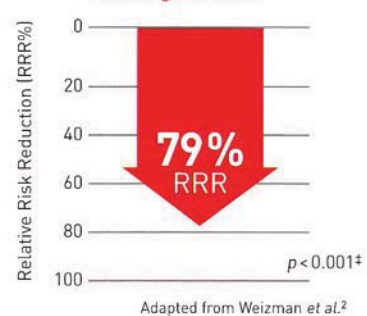
### Faster Resolution Of Acute Diarrhea In Young Children



### Fewer Absences Among Infants From Child Care



### Fewer Days With Fever Among Infants



<sup>Δ</sup> By the second day of treatment, only 26% of subjects receiving *L. reuteri* had watery diarrhea vs. 81% of the placebo group.  
<sup>‡</sup> *L. reuteri* vs. controls.



## Strong growth and immunity protection every child deserves.

Recommend BOOST® Kid Essentials Nutritionally Complete Drink for your patients 1-13 years of age who are:

- Diagnosed as Failure to Thrive
- Picky Eaters
- Active High Achievers.

Only BOOST Kid Essentials Drink's patented straw offers the immune support of the probiotic *L. reuteri* Protectis.

Studies in *L. reuteri* Protectis demonstrate the ability to support the body's defenses, resulting in reduced sick days, fever, and the duration of diarrhea.<sup>1,2</sup>

Provides 25 vitamins & minerals and 7 grams of protein.

Available in three kid-approved flavors:  
Chocolate • Vanilla • Strawberry



Available at Target®.

Also available at food and drug stores nationwide.  
To find the retailer nearest you, please call  
Nestlé Nutrition at 1-800-247-7893.

1. Shornikova A *et al.* *Lactobacillus reuteri* as a therapeutic agent in acute diarrhea in young children. *JPGN* 1997;24(4):399-404.
2. Weizman Z *et al.* Effect of a Probiotic Infant Formula on Infections in Child Care Centers: Comparison of Two Probiotic Agents. *Pediatrics* 2005;115(1):5-9.

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Visit

**KidEssentials.com**

for detailed nutritional information



Growing possibilities.



BOKE-10654-1108





Good when she was bad: Sheridan (center) with Neal McDonough and Kathryn Joosten.

### 3 REASONS I'LL MISS *DESPERATE HOUSEWIVES'* NICOLLETTE SHERIDAN

**1 SHE KNEW THE SCORE** When Edie Britt exits the show this spring, Sheridan takes with her a special knowing humor. Edie, a smirker, seemed to comprehend just how petty the wives' traumas really are.

**2 SHE WAS AN UBER COUGAR** Proud poacher of neighbors' husbands and boyfriends, Edie sauntered

around Wisteria Lane in short shorts and tight tops, refusing to cede sexuality to age. Tacky, but defiant.

**3 SHE TOO WAS DESPERATE—QUIETLY** In the end Edie just wanted a little love, usually from the wrong guy (like Neal McDonough, as her crazy spouse). Let's never forget: *Edie* rhymes with *needy*.

### TAHMOH PENIKETT WORKING DOUBLE-TIME

The Canadian actor, 33, is juggling two series: *Sci Fi's* *Battlestar Galactica* and the new FOX drama *Dollhouse*.

**YOU KICK BUTT ON BOTH SHOWS!** I've been practicing this beautiful martial art, Muay Thai, for years. The "jumping knee" is one of my specialties. I'm not Jackie Chan or anything, but it looks pretty cool when a 6'3" dude jumps in the air.

**HOW DO YOU LIKE HAVING YOUR OWN BATTLESTAR ACTION FIGURE?** It was surreal when it came out. What's funny is all my friends have bought Helo action figures. They've threatened to do some funny things [using] those dolls and put it on YouTube! —CYNTHIA WANG



FROM TOP: RON TOM/ABC, SCOTT KERBLAND/INF

Do your kids have the power?







NEW SEASON!

Tyson Beckford mentors the male models, including Jonathan (left).

## Make Me a Supermodel

Bravo, March 4, 10 p.m. ET | ★★★★★

### REALITY

The title has a sort of infantile insistence to it. You want to chide, "Make me a supermodel, *please*." The show itself, though, is a painlessly smooth runway stroll, thanks to the unvarnished attractiveness of its young contestants. It almost seems beside the point to learn that Colin, a college student, is a virgin or that one of the girls—named Salome—has displeased her Mennonite family with her fashion aspirations. In the opening challenge of the second-season premiere, the models are paired off, hoisted far above the ground in a Plexiglas box and told to strike an intimate pose. Make them come down, *now*.

## SHE'S BACK TOO!

For the cycle 12 premiere of *America's Next Top Model* (CW, March 4, 8 p.m. ET/PT), Tyra Banks makes her ritualist grand entrance in ancient Greco-Roman costume, proclaiming herself the goddess of fierce. I sometimes wish she'd just ride down an escalator waving. Of the girls in the first hour, the most intriguing are burn victim Tahlia, street preacher London and Allison, who has huge, *Coraline*-like eyes and an unhealthy interest in blood. ★★★★★



The power of immune-strengthening probiotics<sup>1,2</sup>

Probiotic straw to help kids stay healthy



<sup>1</sup> Weizman T, et al. Effect of a Probiotic Infant Formula on Infection in Child Care Centers: Correlation with Two Probiotic Species. *Pediatrics* 2005; 115:1713-9  
<sup>2</sup> Shoenberger AB et al. Lactobacillus reuteri as a therapeutic agent in acute diarrhea in young children. *JPGN* 1997; 24:200-204.



NEW  
SEASON!

In the premiere Rivers lets them eat cupcake.

Celebrity Cupcakes  
All proceeds go to charity

## The Celebrity Apprentice

NBC, March 1, 9 p.m. ET | ★★★★★

### REALITY

Even if Donald Trump's casinos have hit a rough patch, cheap TV formats can be a resilient investment during a downturn. The second season of his *Apprentice*-with-stars has one major plus going in: no Omarosa. On the other hand, it's hard to imagine how eagerly viewers will root for Claudia Jordan, a briefcase model on *Deal or No Deal*. At least there's Joan Rivers—bullheaded and shrewd, both in business and in comedy. Consider her the show's stimulus package.

## MISSY PEREGRYM GRIN REAPER

The actress, 26, is back on the CW comedy after cheering on her boyfriend, Pittsburgh Steelers QB Ben Roethlisberger, at the Super Bowl.

**YOUR COSTARS ON REAPER ARE MOSTLY MEN.** It's perfect. Growing up I was a tomboy. I was never emotional and feminine until a few years ago. I'm finally a woman!

**YOU PLAY A WAREHOUSE MANAGER. EVER WORK IN RETAIL?**

I worked at a Sport Chek in Vancouver, only so I could get the discount off snowboard gear. But I hated the job so much, I quit before I got my discount. **WHAT WAS IT LIKE SEEING BEN WIN THE SUPER BOWL?** It was the happiest, most emotional weekend of my life. It felt like I was playing—and I didn't want to lose! —PAUL CHI



The power to grow strong

25 vitamins & minerals

7g of muscle-building protein





The power  
to do anything!  
Every day.

**NEW BOOST® Kid Essentials**  
Nutritionally Complete Drink:

- Immune-strengthening probiotics in the straw
- 25 vitamins & minerals + 7g of protein to support healthy growth
- Kid preferred taste vs. Pediasure®<sup>93</sup>



93 Amongst those who had a preference. BOOST Kid Essentials Preference Test Chocolate flavor. Children aged 7-10. N=200. Source: www.boost.com

BOOST is a registered trademark of Sunrise One Products, North S.A., Vevey, Switzerland.

Pediasure is a registered trademark of Abbott Laboratories.

BOOST  
**Kid Essentials**  
Nutritionally Complete Drink

Anything is possible at [kidessentials.com](http://kidessentials.com)

TV



Feeling the Love with Ginnifer Goodwin (left) and Jeanne Tripplehorn.

## TV'S FAVORITE POLYGAMIST, BILL PAXTON, BIG MAN ON CAMPUS

● On the HBO drama *Big Love*, the actor, 53, plays a polygamist with 3 wives and 8 children. But at home it's just wife Louise and kids James, 15, and Lydia, 11.

**AFTER SO MANY FILMS, HOW DO YOU LIKE TV?** I was so into *The Sopranos* and always wanted to do an ongoing character. It's so original, so keep it coming!

**DID YOU FOLLOW THE NEWS ON THE FLDS CULT LAST YEAR?** Oh, yeah. When that happened in Texas, the image of those children being taken away from their mothers; in a weird way our show has given a face to a culture that's so alien to Americans.

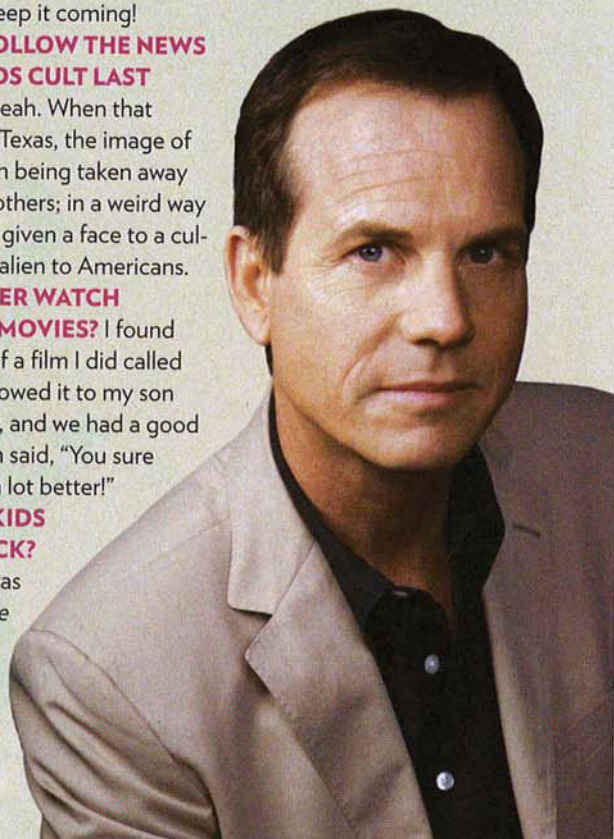
**DO YOU EVER WATCH YOUR OLD MOVIES?** I found a VHS copy of a film I did called *Mortuary*. I showed it to my son and daughter, and we had a good laugh. My son said, "You sure have gotten a lot better!"

**ARE YOUR KIDS STAR-STRUCK?**

Justin Long was at the *Big Love* premiere; my daughter has seen *Accepted* 100 times. He talked to

her, and it was so cute to see her trying to play it cool, even though she was jumping out of her skin.

—LISA INGRASSIA



PHOTOGRAPH BY [unreadable]