

The story is about a nutrient packed milk named Bulas Gatas who, despite being an obvious healthy food item for kids, is not picked in the grocery store. Instead, kids prefer the sugary “milk-like” drinks with colorful cartons. One such kid is a boy named Ariel who is an aspiring basketball player. Because Ariel drinks a lot of these milk-like drinks, he is on the heavy side and is vertically short compared to his basketball team mates. Will Ariel discover the secret power of Bulas Gatas?

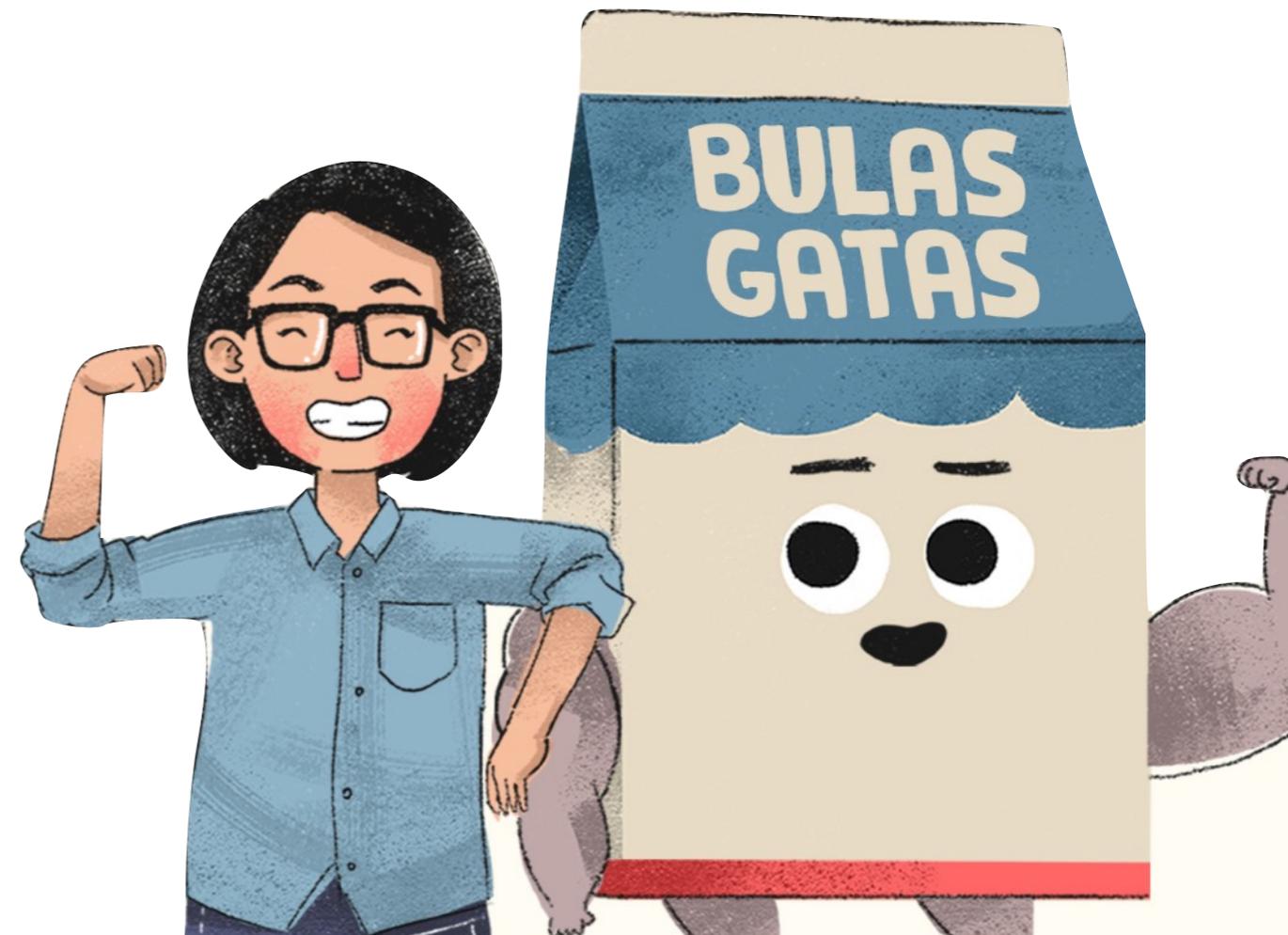


It has always been my advocacy to share knowledge on the importance of proper nutrition and its impact on our overall health and general well-being. Good nutrition practice really starts in the home and educating both parents and kids will make a lasting difference on how they view everyday food items and how these can optimize their family's health and wellness.

Reading story books to our kids provides not only an opportunity for us parents to bond and connect with our children but also to learn with them when the books have educational topics and content. The ***Mga Kuwentong Nutrisyon ni Coach Jeaneth Aro*** is a collection of children's story books focusing on health and nutrition that is both educational and fun to read while, at the same time, serves as a guide for parents and guardians. These books also point out to the readers the importance of consulting licensed nutritionist-dietitians when it comes to managing their weight and health goals.

The first book in the series entitled "Ang Natatagong Lakas ni Bulas Gatas" tackles the various effects of the commercially available milk and "milk drinks" on the health of consumers, particularly children. Written together with my eldest son Alexander Aro, we drew inspiration from our own personal experience on the health benefits of including milk as an essential food item in our daily eating schedules. The story provides guidance on what the healthiest choice is amongst the many options of milk for young kids that are available in the market today.

Coach Jeaneth Aro





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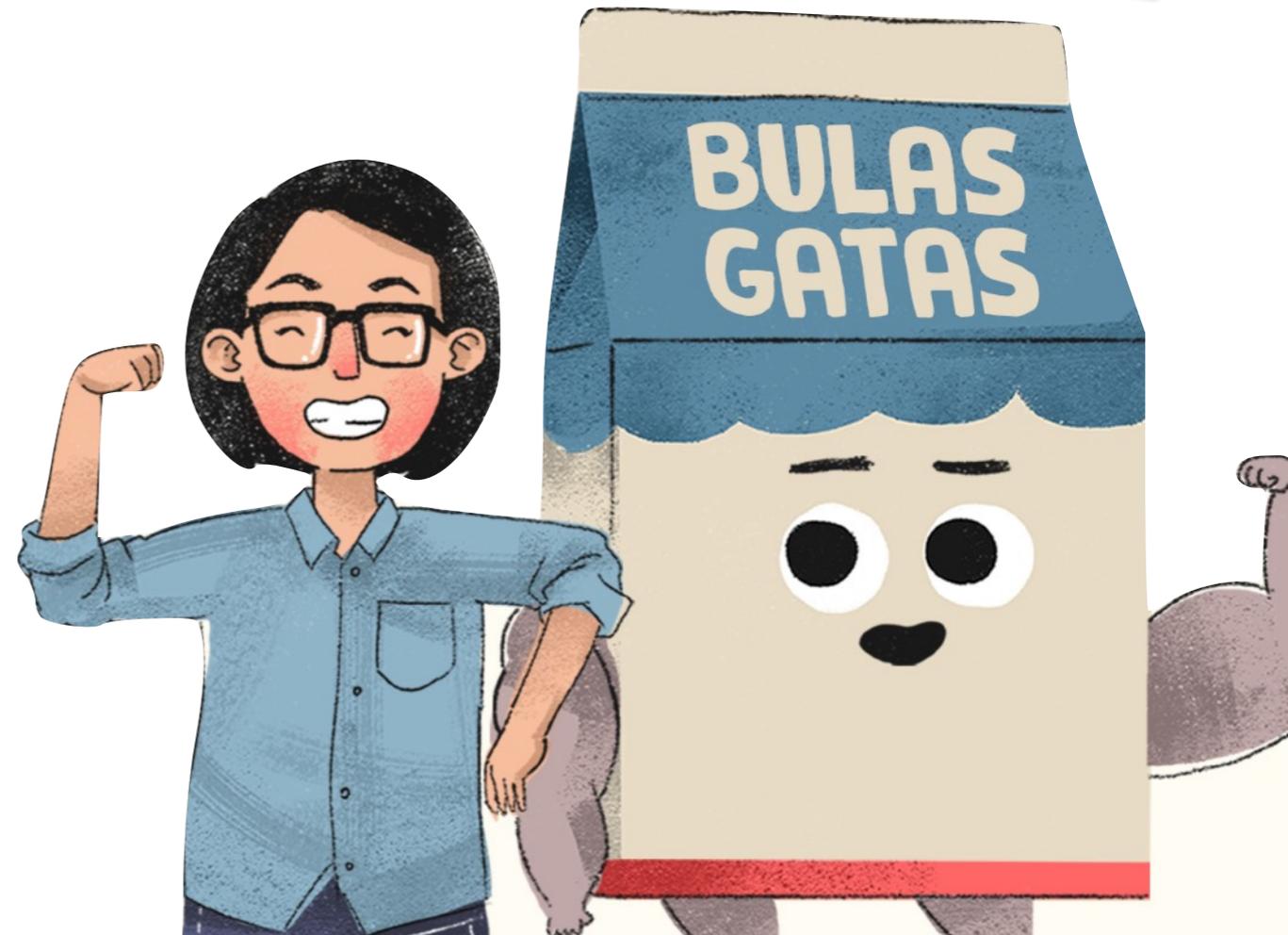


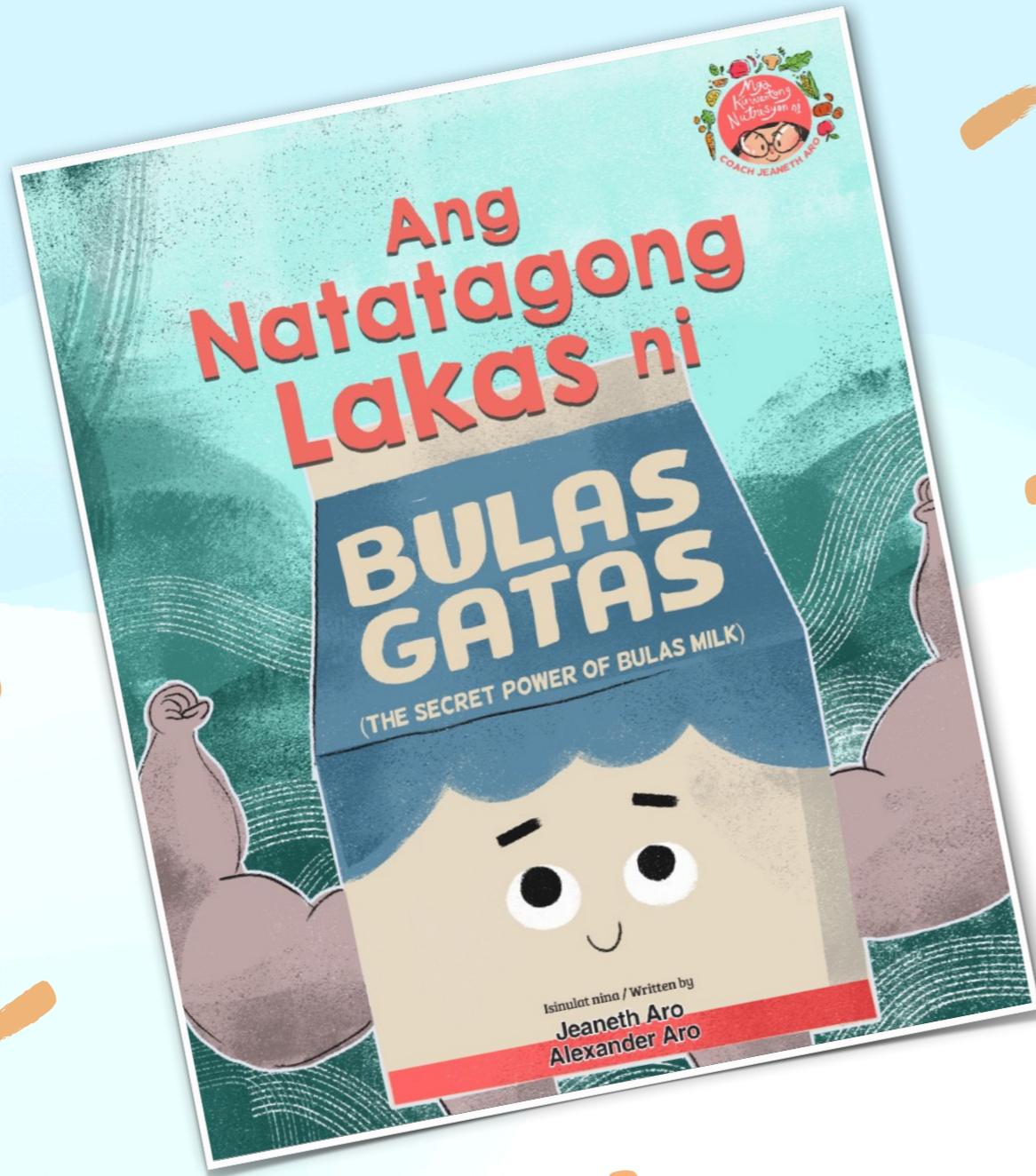
MILK FEEDING PROGRAM

As a sports nutrition practitioner for nearly 2 decades and having handled hundreds of elite and professional athletes in the country, it has always been Coach Jeaneth's desire to give back to the sports community. A way to do this is to address the challenge of poor nutrition among young aspiring athletes at the grassroots level that hinders them from reaching their full potential as future achievers in sports.

To help address this concern, Coach Jeaneth is pledging a percentage from the total sales of the books to fund a Milk Feeding Program for young athletes. In addition to this, she is very grateful that the MVP Sports Foundation has agreed to work with her as a program partner in the planning and actualization of this initiative. Their wide influence and extensive network in the sports community will go a long way in achieving this program's objective to provide young athletes, especially those in the grassroots, with healthy milk to boost their growth and performance.

Coach Jeaneth is also inviting milk companies/brands to explore possible partnerships as we reach out to Local Government Units, non-profit organizations, and other stakeholders to implement this Milk Feeding Program.





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To place your orders or for inquiries, please contact
Alex Aro at 0919 676 7840 (sms / viber)

*Price is exclusive of delivery / courier fee

IT'S FOR A GOOD CAUSE!



About the Book's Creator

Jeaneth Aro is an Olympic and Elite Performance Nutrition Coach in the Philippines. For nearly two decades, she has successfully implemented sport-specific nutrition programs for hundreds of athletes. This has allowed her to make a significant contribution in the performances of these elite and professional level Filipino athletes.

She is the nutrition coach of Olympic gold medalist Hidilyn Diaz, professional boxer Mark Magsayo, professional basketball team TNT Tropang Giga, the Philippine Taekwondo Association, and the Association of Boxing Alliances in the Philippines. With her close and active involvement with athletes in various sports in different socio-economic conditions, she has solidified her authority on sports nutrition in the Philippines.

coachjeanetharo@gmail.com
www.coachjeanetharo.com