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Miris launches the marketing campaign “The Swedish Way”

Human milk analysis company Miris today launched its marketing campaign, The Swedish Way. The campaign serves to raise international awareness of target fortification as a means to optimize the nutrition for premature babies.

“With this campaign we wish to build opinion and educate how the target fortification is an essential part of ensuring the best possible outcome for a premature baby,” says Miris CEO Camilla Myhre Sandberg. “Sweden is a leading nation in neonatal care and the Swedish way of practicing individualized nutrition through target fortification is a key factor that we believe it is important to share,” concludes Camilla.

The campaign owes much of its credibility to the testimonials of leading neonatal clinicians at Umeå University in Sweden, an internationally acknowledged competence center in neonatal care. More preterm babies grow up to become healthy kids in Sweden than in most other countries. Individualized nutrition through target fortification is one of the specific tasks being performed on a nationwide basis to ensure better recovery, growth and cognitive outcome.

While primarily targeting neonatal clinicians, the campaign also aims to support relatives to preterm infants through increased insights, and to create a deeper understanding of the importance of individualized nutrition for preterm babies within the international health care community at large.

The campaign centers round the www.swedish-way.com website, where visitors can take part of e.g. research information and hands-on guidelines on how to implement target fortification as well as watch interviews and informational videos.

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About Miris

Miris develops, manufactures, markets and sells solutions for human milk analysis. The products are used at neonatal intensive care units, milk banks and research centers worldwide. The purpose is to enable clinicians to practice individualized nutrition of breast milk using target fortification, thus giving preterm babies the best possible start in life. Our mission is to make individualized nutrition, based on breast milk, available globally to improve neonatal health. Miris Holding AB is listed on the Spotlight Stock Market in Sweden. For more information see www.mirissolutions.com.