

PEN[®]

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HGN

PRESENT

NEW EDUCATIONAL ANIMATED
HDTV SERIES

Nutrifriends



TO TEACH CHILDREN
THE VALUE OF FOOD



NUTRITIONAL EDUCATION, AN IMPORTANT TOPIC

The topic of good nutrition is becoming very relevant due to the increase of obesity in children and youth all over the world.

The WHO (World Health Organization) estimates that approximately 22 million of the children in the world under the age of 5 are overweight. **Research has confirmed the importance of educating and motivating healthy and balanced nutrition during childhood. It is a known fact that an obese child will most likely be an obese teenager and adult, with many harmful consequences to his or her health.**

A recent study by BIGS (The Brazilian Institute of Geography and Statistics) showed that 49% of the Brazilian population is overweight. This research analyzed data from 188 thousand people and demonstrates that obesity and being overweight are found in children older than 5 years old in all social groups around the country. In 2008, 33.5% of the children between the ages of 5 and 9 were overweight, and the Southeast region showed the highest percentage of obese children.

News from around the world highlights the importance of the problem as well as the increasing pressure from international organizations and governments to persuade the food industry to cooperate in the prevention of obesity, especially in regards to advertising to children in order to acquire good eating habits.

Folha de São Paulo - 01/24/2011: According to announcements made by the WHO government should work side by side with the food industry to restrict the advertisement of unhealthy food for children. This recommendation from the WHO intends to decrease the frequency and the persuasion power of advertising, i.e., reducing the use of cartoons in marketing.

Folha/UOL - 02/04/2011: Obesity all over the world has doubled between 1980 and 2008, with the United States leading the trend, according to a global survey shown today in "Lancet". 31 years ago, 4.8 % of men and 7.9% of women had their body mass index (BMI) over 30, which states obesity. 3 years ago, 9.8% of men and 13.8% of women had already surpassed that index. Thus, demonstrating that more than one in ten adults is obese.

Folha/UOL - 02/04/2011: The amount of fat in the body is defined in childhood - C. CLAIRBORNE RAY FROM "NEW YORK TIMES": A 2008 study in the journal Nature found that the number of fat cells in the body is set in childhood and early adolescence and stays constant even after significant weight loss, for both lean and obese people.

The number of adults with diabetes doubled between 1980 and 2008, from 153 to 347 million all over the planet. These data are part of a global survey published on the British medical journal "The Lancet", that shows that the prevalence of the disease has increased among the population throughout the world. "Unless we improve the programs to detect the disease and help people with their diet, physical exercises, and weight control, diabetes will inevitably be a burden on the health systems", says Goodarz Danaei, from the Harvard School of Public Health and a research member. (Veja Magazine's web-site - 06/25/2011).

In an effort to address this matter, Nutrifriends – a nutrition education program was created. **Its objective is to teach children the value of food, so that they can acquire good eating habits.**


ABOUT US
**PEN – NUTRITION EDUCATION PROGRAM
THE COMPANY AND THE PROGRAM CALLED NUTIFRIENDS**

Founded by nutritionist Suzana Janson Franciscato, PEN aims to develop educational programs and projects about nutrition, especially children's nutrition. Eleven years ago, PEN staff developed the program Nutrifriends, which is located in Bauru, state of São Paulo. Currently being used by health professionals, schools and health offices, universities such as UNIFESP(Universidade Federal do Estado de São Paulo) and USP (Universidade de São Paulo) , as well as other entities all over Brazil, PEN is considered a resource in nutrition education for children in Brazil.

PEN - NUTRIFRIENDS

Nutrifriends is an educational program that facilitates the involvement of children in nutrition, so that they learn the value of their food. It was developed by nutritionist Suzana Janson Franciscato based on her experience with young patients in her office. Recognizing a need to motivate children to acquire good eating habits, Suzana started researching new alternatives for teaching materials.

The goal of the program is to teach children between the ages of 2 and 12 to eat healthy by getting involved with the different kinds of foods: Carbohydrates; Vitamins, Fiber and Mineral Salts; Protein and Fat. Throughout the Nutrifriends Program, the characters teach in a happy and funny way about where the nutrients are found and what their functions are in our body. The Nutrifriends Program exists in the children's magic, imaginary world, and that is the reason why children identify themselves with the characters and from them are able to learn the value of the different foods.

With the success of the program, PEN staff gathered all its educational products in a Teaching Kit, which is now part of the course "Learning how to eat healthily with Nutrifriends." This Kit contains a class manual, a DVD with 5 stories, a music CD and worksheets with pedagogical activities divided by age group. Other Nutrifriends products such as Memory Games, Decks of Cards, and CD-ROM's are also available to complement the learning process..

After 11 successful years of products targeting health professionals, PEN started a partnership with HGN Productions, and it is producing a cartoon series for TV and repositioning itself to target children more directly.




HGN PRODUCTIONS

HGN Productions has been in the market for more than 20 years, and it specializes in 2D and 3D animation. The studio has in its portfolio many jobs made for the domestic and international markets, including TV Commercials, Specials, institutional films, TV series and Feature films. HGN Productions has recently worked with Walt Disney Animation Studios in Goofy's new short titled "How to hook up your home theater" and in the movie "The Princess and the Frog." It is also developing and producing projects for TV series and Feature films of its own.

Haroldo Guimarães Neto, designer, animator and animation producer, graduated from the California Institute of the Arts, one of the biggest sources of contemporary animation artists.

As an architecture student, after working at Mauricio de Souza Studios and at different ad production companies, Haroldo received a Capes and Fulbright scholarships to study at CalArts in Valencia, California. He studied with veterans such as Hal Ambro, Bob McCrea, Ray Aragon and the contemporaries Glen Keane, Mike Giaimo, and Dan Hansen.

After receiving his Fine Arts bachelor's degree in 1987, he worked with Lee Mishkin, Fred Wolf (Ninja Turtles), Brad Bird (Family Dog - Amazing stories) and Don Bluth (An American Tail). After that, he started working at Disney studios where he worked on the movies "Oliver and Company" (1987) and "The little Mermaid" (1988).

Back to Brazil in 1989, Haroldo founded HGN Productions and started the production of eight Disney series in Brazil, including Gummi Bears, Bonkers, Goof Troop and Aladdin. One of the episodes of the Aladdin series produced in Brazil was released as a home video in the US by Walt Disney Home Video. In 2007, he produced part of the short film "How to Hook Up Your Home Theater" and in 2009 he directed HGN's participation in the Walt Disney movie "The Princess and the Frog."

Besides Disney's productions, Haroldo has animated and produced several other jobs for the domestic market, such as TV ads, special productions, series and institutional videos.

<http://www.hgn.com.br>



GLUT

QUICKIE

SKINNY

LAZYBONES

CHARACTERS BUILD THE PATH OF SUCCESS

The charisma of Nutrifriends' characters among the younger audience and the ongoing goal of developing educational projects motivated PEN to have live shows since the beginning of its creation.

Initial performances at schools, malls, conferences and events, such as Ação Global from SESI, were able to confirm the fun and educational potential of the project. Children's and parents' involvement, as well as the support of sponsors, allowed for the production of the first play "Nutricomedy." The play has been to many cities in São Paulo state in the last 2 years, collecting donations of food, and whenever they perform, the shows are all sold out.

In 2009, to celebrate the 10th anniversary of the company, the second play was produced: "Nutrifriends – the Musical." It debuted in Bauru, the home town of PEN and all the shows were sold out. A new season of the musical started in 2010, again with all shows sold out, and well received by the public. For 2011 and 2012, PEN has already obtained approval from Lei Rouanet, a cultural incentive program, and it is looking for new sponsorship opportunities.

In 2010, PEN established a new partnership with HGN Productions to develop a series of cartoons with Nutrifriends characters. With the new positioning of PEN, all its products and projects will be updated with new cartoons in order to achieve its new goal of reaching children.



 **NUTRIFRIENDS IN CARTOON****OBJECTIVES**

To teach children how to eat healthily, making them conscious about the food they eat and the importance of a balanced nutrition in order to be healthier. To create children's involvement with Nutrifriends characters, using elements of their playful universe to help them learn about food properties and its functions in our body, as well as the consequences of misbalance and obesity.

SERIES TARGET AUDIENCE

Children between the ages of 3 and 7.



NUTRIFRIENDS IN CARTOON

ABOUT THE SERIES

The scripts of the education series Nutrifriends, a project initially developed for professional use in clinics, are now being expanded and redesigned as animated cartoon to reach out to children.

Therefore, an education TV series will be created with the same concept as the already established NUTRIFRIENDS PROGRAM for children's nutrition education. There will be 13 episodes with a duration of about 11 minutes each, with new scripts covering various topics of nutrition education to reach this innovative proposal.

In the series, Nina acts with the 4 Nutrifriends characters who represent the foods where they can be more commonly found, highlighting their functions in the organism and the importance of a balanced diet for a child's health. **Protein** can be found in meats, beans, milk and other dairy products. **Vitamins** can be found in vegetables and fruits, **Fat** can be found in oils. **Carbohydrate** can be found in grains.

As cartoon characters, the Nutrifriends have special powers that enable them to defend the importance of good eating habits on planet earth.



CARBOHYDRATE

FAT

VITAMIN

PROTEIN

 **CHARACTERS**

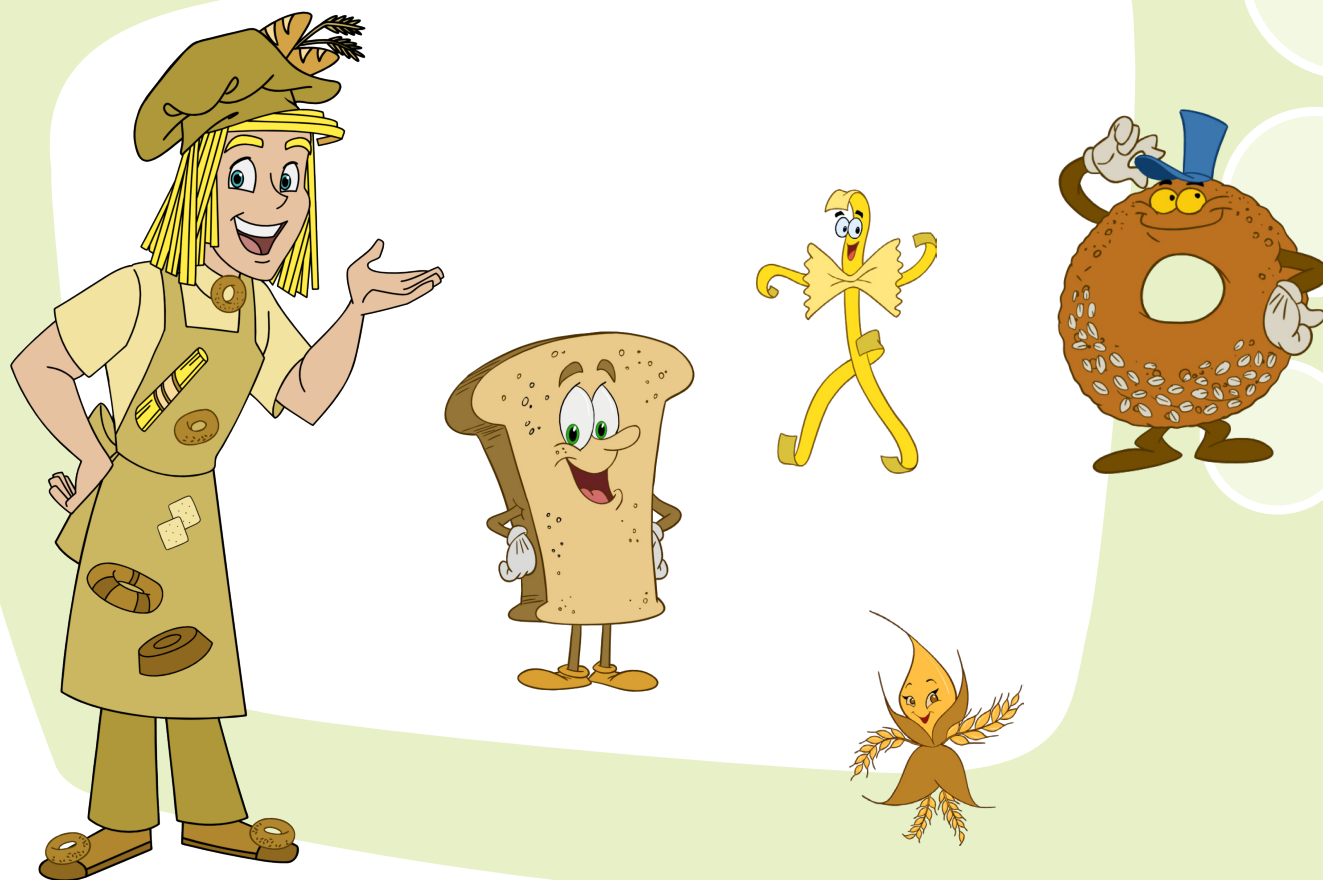
CARBOHYDRATE: frantic and hipper, this happy and amusing super hero loves to run using his super speed in order to fight against evil while being able to exhaust his super energy. In times of danger, he can also multiply himself into Maltose, Fructose, etc... to help his friends.

VITAMIN: she is the leader of all Nutrifriends. She is the smartest and the kindest of the four. Full of super senses, she is the one who keeps the team together and organized.

PROTEIN: She is determined, gutsy and very brave. Ms. Protein loves challenges and is empowered with great strength and resistance. When the fight gets a little too tough, she is the one who takes care of it.

FAT: temperamental, but a little clumsy, she loves to protect the children and her friends from any danger. As a superhero, she can create cold and hot rays that can save the day in any tough adventure.

ANIMATED FOODS: each Nutrifriend character always acts with the help of the food they represent. They surprise Nina when they talk to her in order to teach her why they are important for your health.

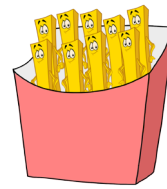
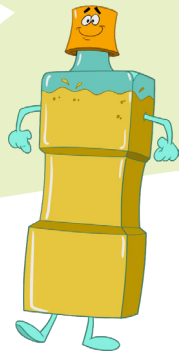
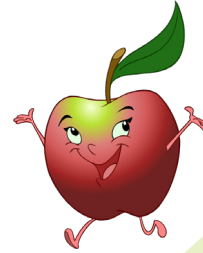


CARBOHYDRATE

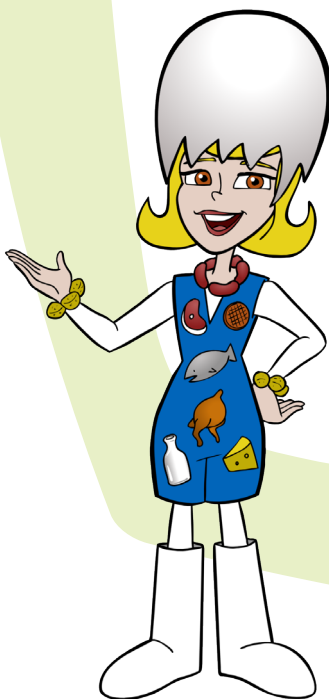
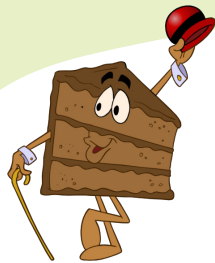
CHARACTERS



VITAMIN



FAT



PROTEIN



 **CHARACTERS**

NINA: A very intelligent and curious girl. She loves talking and has a good sense of humor. She is always open to new knowledge, but she still does everything a child loves to do: playing with her friends and her dolls!!! She is the character who acts with the Nutrifriends and through their teachings children are able to learn how to eat better.

HELENA: she is a skinny girl, and hates to eat. Her parents suffer a lot trying to make her eat. As picky as she is, she always finds a way to not eat the food on her plate. She loves playing with dolls and stuffed animals

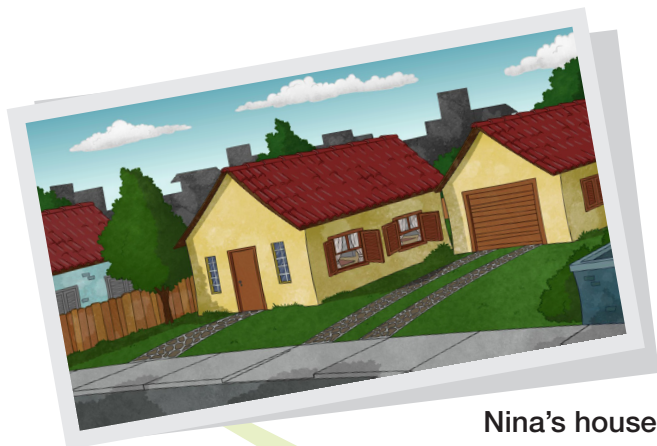


NINA



HELENA

🍌🍌🍌🍌 NUTRIFRIENDS UNIVERSE



Nina's house



Nina's bedroom



Nina's backyard



Nina's kitchen



Nina's garage

 **SYNOPSIS****EPISODE 01 – NUTRIFRIENDS**

On a typical morning, Nina (still a little sleepy) goes into the kitchen for her breakfast. Looking at all those things (bread, toast, butter, milk, coffee, cake, cookies, fruits...) she can hardly choose what she wants to eat. It is then that the Nutrifriends appear: Vitamin, Carbohydrate, Protein, and Fat to teach her the importance of all the foods and how to eat them properly in order to have a healthy and happy life. In the midst of a lot of fun and music, even the foods come to life and decide to help our friends in this important mission.

EPISODE 02 – CARBOHYDRATE

Nina is in her room in front of her computer working on a school project: do a research on all carbohydrates. She gets desperate with so much information. But take it easy! Carbohydrate, our Nutrifriend, is coming to give her a little hand with her lesson. He explains to her which foods he is present in and what his function is in our bodies as he interacts with her and the food she brings for her afternoon snack. And for that he has to turn into four different things: Starch, Sucrose, Lactose, and Maltose. Four talking carbohydrates? Wow! That's awesome!

EPISODE 03 – VITAMIN

Visiting the grandparents' farm is always pleasant. Much more when they have a beautiful vegetable garden and orchard full of vegetables and fruits. But what if out of a sudden some of those vegetables started walking and talking to you? With the help of two very curious and funny Carrot and Broccoli, Nina meets the Nutrifriend Vitamin, who with her added vitamin knowledge and senses teaches the girl where to find her and how those foods work and help our organism. Moreover, she shows her the importance of fibers and mineral salts. However, all this must be explained to her before her grandpa calls her in for lunch. Will she have time?



 **SYNOPSIS****EPISODE 04 – PROTEIN**

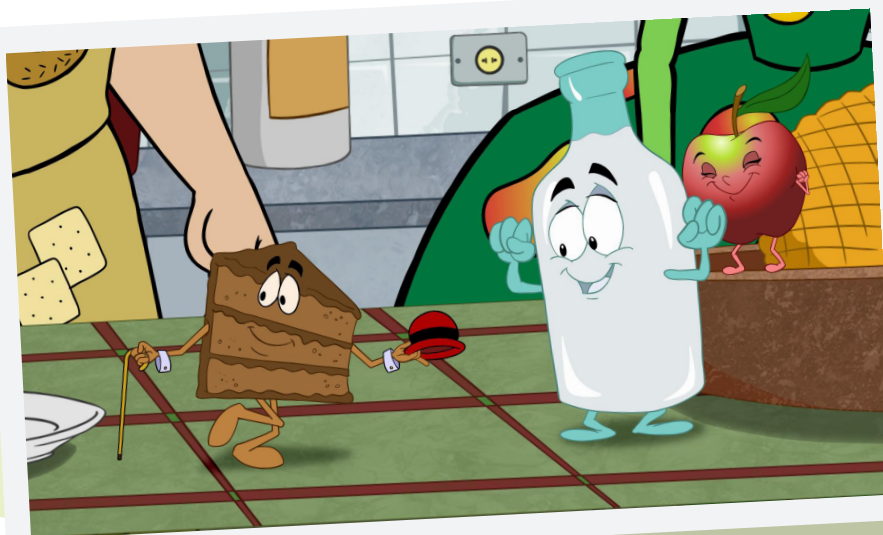
Nina is learning how to play basketball. The problem is that she can't score a basket in any way. And to get matters worse, the ball always ends up bouncing and going under the car in the garage. Then the Nutrifriend Protein shows up to help her with the situation, lifting the car by herself. The girl, amazed, learns from her the building power of the Proteins and their capacity to help our growing up process and strengthen our muscles and bones. Excited by everything she learned, Nina finally gets to score a basket.

EPISODE 05 – FAT

Guess what day it is today? It's Nina's birthday. She's so happy as she looks at the party preparation in her backyard. There are a lot of things: balloons, pop, decoration, candies, everything she can imagine. She even tries to touch the cake frosting but her mom gets mad at her. She has to wait for all the guests to arrive. However, she isn't expecting a very special guest: Fat, the Nutrifriend. With the help of a slice of filled cake, a rich order of French fries, and some very cold ice-cream, she gives the birthday girl a very special present: knowledge about Fat, how it works in our bodies and which foods contain it.

EPISODE 06 – BREAKFAST

Nina is spending her vacation at her cousin Helena's house. Helena is a picky eater. In the morning, Nina tries to convince her cousin that breakfast is essential to get your energy back after a long night sleep. However, Helena is very stubborn and refuses to eat properly. The only choice Nina has is to call the Nutrifriends to help her convince her cousin, which seems to be an impossible task. Even the foods come to life in order to help them. Then the four of them win Helena who slowly learns to eat properly in the morning.

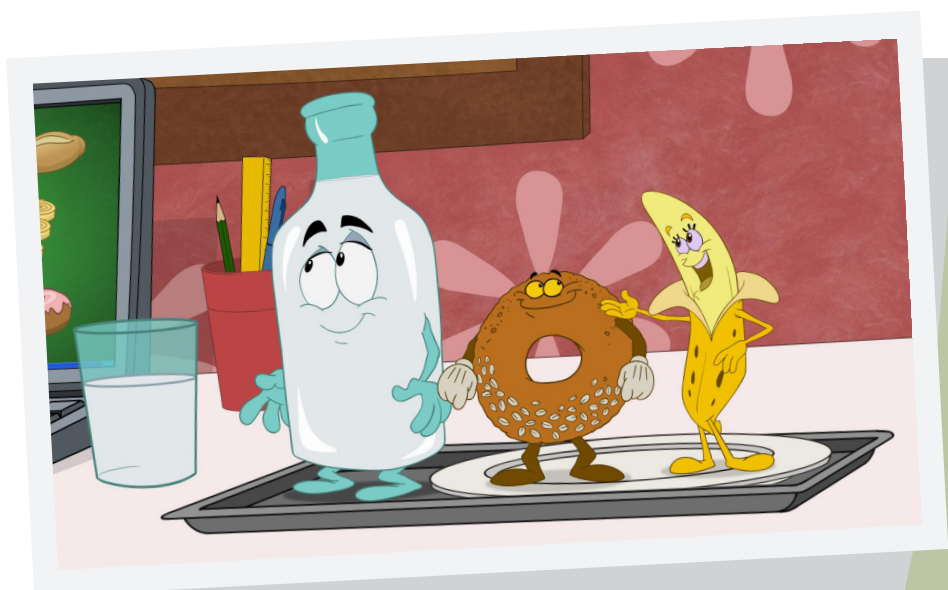


 **SYNOPSIS****EPISODE 07 – LUNCH AND DINNER**

Nina is at her computer when her mom calls her for lunch. She says she's coming but doesn't move. So her mom calls her again, but nothing happens. Then she sees a message on the screen: "LUNCH". Nina gets scared and asks herself where that thing came from. Then she sees another message: "NUTRIFRIENDS". Immediately she sees the four of them by her side to show her the importance of lunch in her daily life, respecting the time, eating foods that contain all the Nutrifriends, and joining her family for a fun and nice time together. After all that, at the end of the day, Nina is watching TV when her mom calls her for dinner. She promptly turns off the TV and goes into the dining room to eat with her family.

EPISODE 08 – PHYSICAL ACTIVITY

Nina has been playing video game for a long time. Her mom has already called her attention many times but she doesn't stop playing. And then suddenly, the game gets stuck and the Nutrifriends appear on the screen worried about the girl's sedentary lifestyle. Without wasting time, they get out of the screen and materialize in the room to show the upset girl the importance of physical activity in people's lives. The girl soon realizes that ballet dancing, playing ball or swimming can be as much or more fun than sitting all day long in front of a computer or a TV. The order is "get moving" (climbing the stairs or walking to the street corner bakery). All those activities require a lot of energy and in order to get it you need to have a good diet.



 **SYNOPSIS****EPISODE 09 – THE GROCERY STORE**

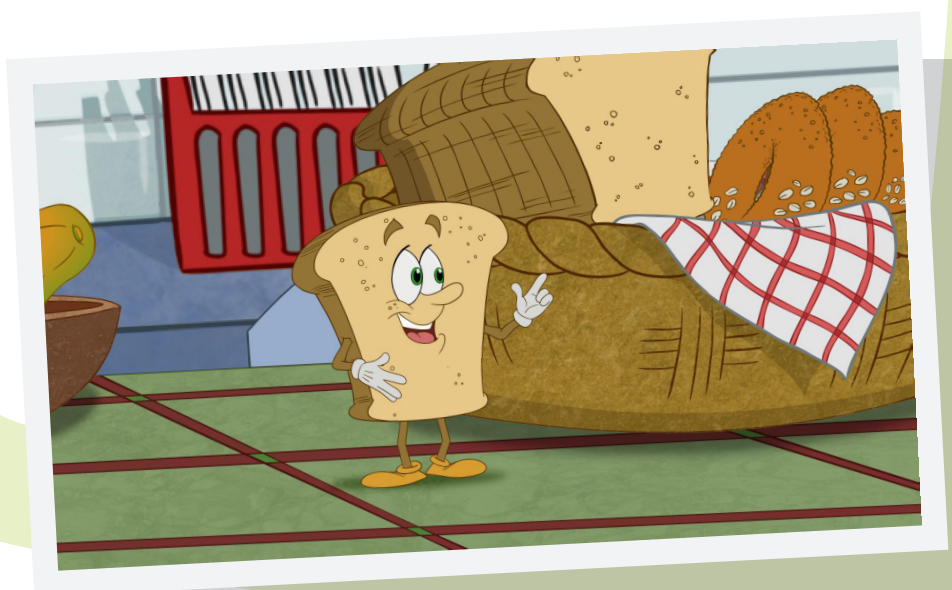
It's the day to go grocery shopping. A usual, Nina goes with her mom who shares the shopping list with her. Nina walks down the aisles pushing the cart and gets a little lost because of so many different things to choose from. And now what? Once again the Nutrifriends show up to help her. They all have something to teach her, such as which foods we should always buy, if they are properly stored, and the different types of packaging. There's even a Tetra Pak carton that gets excited to help, too...But wait! It seems like there's something bothering Carbohydrate. What is it? In the end, they find out they only wanted to push the shopping cart a little bit.

EPISODE 10 – ANIMAL AND VEGETABLE PRODUCTS

Animal or vegetable? Is bread animal or vegetable? What about butter? And sugar? Have you ever asked yourself where food comes from? Nina has. And no one better than the Nutrifriends who decide to start a question and answer program. With Vitamin as the hostess, Nina, Carbohydrate, Protein, and Fat hold a competition to see who finds out more about all the foods we eat every day before a noisy crowd of animated foods. And the final question is: Who is going to win this game?

EPISODE 11 – FOOD CARE – THE GERMS

Nina is hungry and decides to eat a beautiful apple she bought at a grocery store close to her house. But when she's ready to get a bite, she hears a shrill alarm that echoes everywhere with red lights going on and off. What is that? It's the Nutri-alert against microscopic threats. In an emergency operation, the Nutrifriends come to save Nina from the invasion of tiny little creatures invisible to the naked eye: the germs. With the help of Vitamin's Nutri-vision, Nina will get to know these microorganisms that can cause diseases and how to care for food to get rid of the little brats.



 **SYNOPSIS****EPISODE 12 – DIFFERENCES**

How should we prepare the food? Is it better to bake, roast, grill, boil, fry, or steam it? Or should we eat them pasteurized or sterilized? Oh my! Nina is pretty confused with so many questions and needs help from the Nutrifriends who decide to turn into real chefs to show her the different kinds of food preparation and which ones are really healthier for her growth. But I wonder if four chefs in only one kitchen will work. Find out with Nina that learning the differences can be Nutri-fun.

EPISODE 13 – DIGESTIVE SYSTEM

It seems like Nina ate something that didn't agree with her. She's feeling sick and asks the Nutrifriends to help her, and so they do it in an unusual way: they get into Nina's body in order to help her digestion. Using their Nutri-skills they get smaller and depart on a fun trip starting from her mouth and going down her digestive system. With their help, we will be introduced to the organs responsible for digestion such as Mr. Stomach and the intestine brothers, Large and Small. We will also learn which way the food goes inside our bodies to give us energy and good health.

