Industry Engagement Toolkit | Eggs and Choline

Key messages

* Eggs are one of only a few food sources of choline, an important nutrient for brain health1,2.
* Eggs have one of the highest amounts of choline of any food2.
* Choline supports brain health at all stages of a person’s life2.
* Choline is particularly useful in the diet of pregnant and lactating women. Eggs are therefore highly recommended at this time of life3.
* Choline from eggs is more readily used by the body than from a choline supplement4.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | There are many incredible benefits of consuming choline, an essential nutrient found in eggs, as part of a healthy diet! 🍳🙌📢  As well as promoting brain development and memory, choline supports liver function, metabolism and cardiovascular health 🥚🤯🧠🤰❤️  Read ‘The unbeatable power of choline’ to find out more: <https://bit.ly/3v4P5ux> 👈  #Eggs #EggNutrition #Choline #BrainHealth |
|  | Eggs are a great source of choline - an often under-consumed nutrient which supports brain health at all stages of life, particularly in the first 1,000 days! 👶🧠🥚🍳  This makes eggs an ideal addition to the diets of pregnant and lactating women, to help them meet their increased nutritional requirements 🤰🤱  Discover more about the unbeatable benefits of choline: <https://bit.ly/3v4P5ux> 👈  #Eggs #EggNutrition #Choline #HealthyPregnancy |
|  | Eggs contain one of the highest amounts of choline of any food, making them a great addition to the diets of pregnant and lactating women 🥚🤰🤱  Find out more: <https://bit.ly/3v4P5ux> 👈  #Eggs #EggNutrition #Choline #HealthyPregnancy |
|  | Did you know…? 🤔 Besides beef liver, eggs are the richest source of choline! 🥚🤯  Choline is an essential nutrient for human health, supporting cognitive function, foetal brain development, liver function, metabolism of fats and cardiovascular health 🧠🤰❤️🤗  Learn more: <https://bit.ly/3v4P5ux> 👈  #Eggs #EggNutrition #Choline |
|  | 🥚🍳🧠❤️🤰Discover why eggs are “an easy and affordable way to effectively meet dietary choline needs” according to nutrition expert, Dr Tia Rains: <https://bit.ly/3v4P5ux> 👈  #Eggs #EggNutrition #Choline |
|  | Eggs are an excellent source of choline, an essential nutrient which supports brain health at all stages of a person’s life! 🥚🍳🧠👶👧👩👵  Discover more incredible benefits of this lesser-known nutrient: <https://bit.ly/3v4P5ux> 👈  #Eggs #EggNutrition #Choline |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.

**PLEASE NOTE: The messages included in this toolkit are provided as examples and may need to be tailored to meet country-specific messaging regulations and cultural contexts.**

References

1 Réhault-Godbert, S., Guyot, N., & Nys, Y. (2019). *The Golden Egg: Nutritional Value, Bioactivities, and Emerging Benefits for Human Health*. Nutrient 11(3), 684. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6470839/>.

2 Probst, Y., Guan, V., & Neale, E. (2019). *Development of a Choline Database to Estimate Australian Population Instakes*. Nutrients 11(4), 913. <https://pubmed.ncbi.nlm.nih.gov/31018620/>.

3 Leermakers, E.T.M., et al. (2015). *Effects of choline on health across the life course: a systematic review*. Nutr Rev 73(8), 500-22. <https://pubmed.ncbi.nlm.nih.gov/26108618/>.

4 Lemos, B.S., Medina-Vera, I., Blesso, C.N., & Fernandez, M.L. (2018). *Intake of 3 Eggs per Day When Compared to a Choline Bitartrate Supplement, Downregulates Cholesterol Synthesis without Changing the LDL/HDL Ratio*. Nutrients 10(2), 258. <https://pubmed.ncbi.nlm.nih.gov/29495288/>.