

Announcement 05/20/2019

Good Start Gentle and Good Start Soothe powder changes

Gerber has announced Good Start Gentle and Good Start Soothe powders will change names to Good Start GentlePro and Good Start SoothePro respectively in September 2019. There will also be changes to the graphics. There will be no changes to can size, formulation, reconstituted ounces, cost or UPC. These products will be updated to their new names in HANDS in September as well. Participants will be able to get both old and new versions of this product without switching benefits. For official announcement from Gerber and new graphics, please refer to the attachment below. Thank you.



Gerber Products Company

1812 N. Moore Street
26th Floor
Arlington, Virginia 22209

Tina Ewing
Director, WIC Business Strategy

May 15, 2019

Re: Gerber® Good Start® Infant Formulas Updates

To our valued WIC partner:

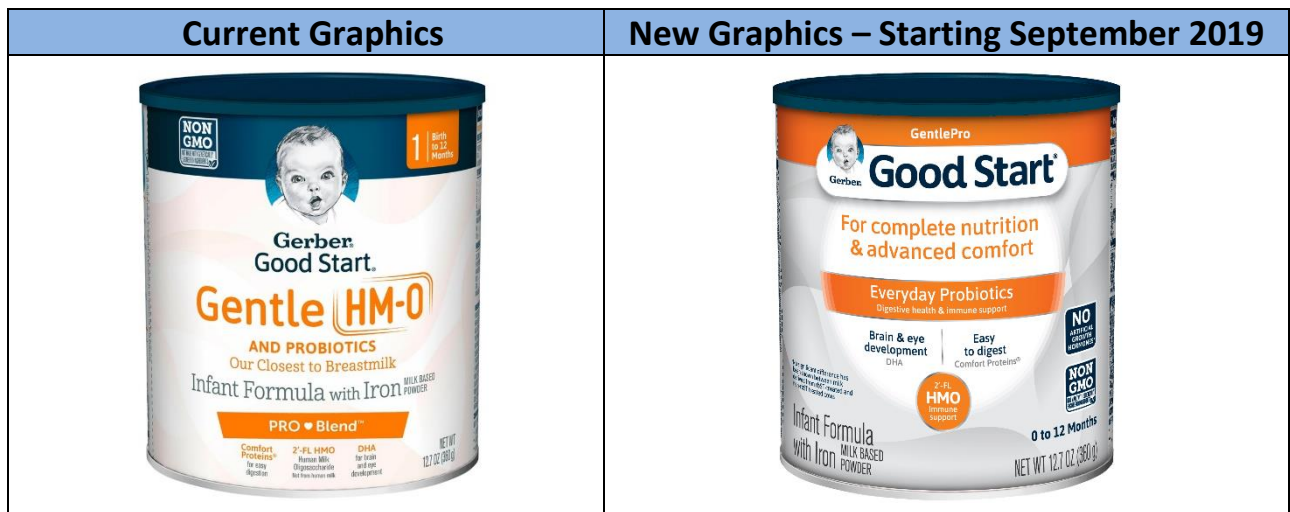
This memo provides an update on Gerber® Good Start® Infant Formulas.

GERBER® GOOD START® Gentle and Soothe Powders

These infant formulas will have a slight name change and graphic change.

- Timing is September 2019 with a flow-through at retail stores.
- There are no changes to the reconstituted ounces, cost or UPC.

Current Product Description	New Product Description	Unit UPC (no change)
Gerber® Good Start® Gentle 12.7oz Powder	Gerber® Good Start® GentlePro 12.7oz Powder	050000216673
Gerber® Good Start® Soothe 12.4oz Powder	Gerber® Good Start® SoothePro 12.4oz Powder	050000624003





Current Graphics	New Graphics – Starting September 2019

Feel free to cascade this notification to your nutrition teams and communication to your local agencies. For questions, please contact me via phone (973-615-4252) or e-mail (tina.ewing@us.nestle.com).

We appreciate your continued support.

Best Regards,

Tina Ewing
Director, WIC Business Strategy