

2/18/20

Gerber formula update

Gerber is renaming Gerber Good Start GentlePro and Gerber Good Start SoothePro to Gerber Good Start Gentle and Gerber Good Start Soothe. With the name change and label change will come a change in protein from 100% partially hydrolyzed whey to a 70:30 non-hydrolyzed whey: casein ratio. This change will occur in mid-May.



Gerber Products Company

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Tina Ewing
Director, WIC Business Strategy

January 23, 2020

To our valued WIC partner:

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





GERBER® GOOD START® GentlePro Powder (12.7 oz.) and SoothePro Powder (12.4 oz.)

These infant formulas will have a protein source, name and product graphic change.

- The protein source is being changed from 100% whey protein, partially hydrolyzed to a combination of non- hydrolyzed whey and casein proteins to provide a ratio of 70:30 Whey: Casein.
- The formulas will provide high-quality protein at a level of 2.1 grams/100 calories and will continue to meet the protein requirements of healthy, term infants.
- The formulas will continue to meet the iron requirements specified by the WIC program.
- The formulas will continue to provide probiotics and 2'-fucosyllatose (2'FL) human milk oligosaccharide (HMO), a prebiotic similar to one of those found in significant levels in breast milk.
- The formulations have been submitted to the U.S. Food and Drug Administration as a new Infant Formula Notification. The FDA review is expected to be completed by February 18, 2020
- There are no changes to the reconstituted ounces, cost or UPC.
- Timing is mid-May 2020 with a flow-through at retail stores.

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



Current Graphics	New Graphics: Starting Mid-May 2020
	
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Feel free to cascade this notification to your nutrition teams and local agencies.

For questions, please contact me via phone (973-615-4252) or e-mail (tina.ewing@us.nestle.com).

We will contact you in the upcoming weeks for any additional needed information.

Thank you for your continued support.

Best Regards,

Tina Ewing
Director, WIC Business Strategy