



12/1/2020

The 12.4oz Gerber Good Start Soothe powder is being reformulated back to Gerber Good Start SoothePro (reversal of a change that occurred earlier this year). The protein source is being changed from a combination of non-hydrolyzed whey and casein proteins to 100% whey protein, partially hydrolyzed. This change will begin in January. Although the formulation is changing, there will be no changes to the reconstituted ounces or the UPC.

Any affected participants will be contacted to discuss the change. No action is needed from the local agencies at this time.

The name of the formula in HANDS will now be:

21/095 GERBER SOOTHEPRO 12.4OZ

There may be some time where both the 12.4oz Soothe and the 12.4oz SoothePro are both available in the marketplace. Both formulas can be purchased under 21/095.



Gerber Products Company

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

Tina Ewing
Director, WIC Business Strategy

November 16, 2020

Re: Gerber® Good Start® Infant Formula Update

To our Valued WIC partner:

This memo provides an update on the following Gerber® infant formulas:

1) Gerber® Good Start® Soothe 12.4oz Powder

This infant formula will return to the SoothePro formulation resulting in a protein source, name, and graphics change on a flow-through basis:

- The protein source is being changed from a combination of non-hydrolyzed whey and casein proteins to 100% whey protein, partially hydrolyzed.
- The formula 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.
- Timing is late-January 2021 with a flow-through at retail stores.
- There are no changes to the reconstituted ounces, cost or UPC (050000624003).

Current Product Description	New Product Description
Gerber® Good Start® Soothe 12.4oz Powder	Gerber® Good Start® SoothePro 12.4oz Powder



Current Graphics	New Graphics – Starting late January 2021

2) Gerber® Good Start® Gentle 12.7oz Powder



This infant formula packaging will have a temporary change on a flow-through basis:

- Timing is Mid-December 2020 with a flow-through at retail stores
- The lid will change from blue to clear/opaque
- The scoop will change from clear to yellow
- This temporary change is estimated to last until March 2021
- There are no changes to the formula, reconstituted ounces, cost or UPC (050000216673)

Current Lid	Temporary Lid – Starting Mid-Dec 2020
	

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