

Can size change to Good Start Protect Plus and Good Start Gentle Plus powders: 4/25/11

Contact: [Karen Henry](#)

Nestle has announced that they are changing the can size and reconstitution of their **Good Start Protect Plus** and **Good Start Gentle Plus** formulas. The Good Start Protect Plus powder is going from a 12 oz can to a 12.4 oz can, and the Good Start Gentle Plus powder is going from a 12 oz can to a 12.7 oz can. New reconstitution of both products will be 90 fl. oz/can. The new can sizes will start showing up on shelves between **late April to May**. Since number of cans allowed per category changes with new packaging, new food packages will be needed to accommodate the new can sizes. The words “**new cans**” and the **new can size oz.** will appear in the titles of the new packages. Since both Good Start Protect Plus and Good Start Gentle Plus are standard non-contract formulas (needed to meet conditions outlined in Chapter 4 and state approval for issuance), your staff likely won't issue them often. Starting next week, when issued, please have staff call the participant's store ahead to find out which can size is available at the participant's store to know which package to issue.

Products names and formulations will remain the same. The can size and reconstitution of the **Good Start Soy Plus** will remain the same. There will be some graphics changes to the cans and we will send those out as soon as we receive them.

Please see attachment titled **WIC notification of Good Start formulas .pdf** for more details.

Can size change to Good Start 2 Protect Plus and Good Start 2 Gentle Plus powders:
4/25/11

Contact: [Karen Henry](#)

The older infant/toddler formulas **Good Start 2 Protect Plus** and **Good Start 2 Gentle Plus** powders are decreasing from a 24 oz can to a 22 oz can; however, number of cans given per category will remain the same, so participants can continue to use the same package. Both old and new can sizes will be on the checks, so participants can buy old size and/or new size cans.

Please see attachment titled **WIC notification of Good Start formulas.pdf** for more details.



Nestlé Infant Nutrition
 Gerber Products Company
 12 Vreeland Road • Box 697
 Florham Park, New Jersey 07932-0697
 Tel: 973.593.7524 • Fax: 973.593.7662

November 29, 2010

RE: GERBER® INFANT FORMULA GRAPHIC AND PACKAGE CHANGES

To our valued WIC partner:

We are pleased to announce upcoming enhancements to GERBER® GOOD START® formulas beginning April 2011:

1. RECONSTITUED OUNCE CHANGES on GERBER® GOOD START® Gentle PLUS™ Powder, GERBER® GOOD START® Protect PLUS® Powder, GERBER® GOOD START® 2 Gentle PLUS™ Powder, and GERBER® GOOD START® 2 Protect PLUS® Powder.

The net weights for the 12 oz sizes of powder GERBER® GOOD START® Gentle Plus and GERBER® GOOD START® Protect Plus powders will increase to 12.7oz and 12.4oz, respectively. Each can will deliver 90 fl oz of reconstituted formula. Also, the net weights for GERBER® GOOD START® 2 Gentle PLUS™ 24oz Powder and GERBER® GOOD START® 2 Protect PLUS® 24 oz Powder will decrease to 22oz. Each can will deliver 154 fl oz and 157 fl oz of reconstituted formula respectively.

2. GRAPHICS AND VARIETY CHANGES for GERBER® GOOD START® formulas

Variety and packaging graphics will be simplified to allow consumers to better identify our formula at retail. Specifically, the “GERBER®” name will be more predominately displayed on our packaging and the “PLUS” portion of each variety will be dropped. The existing UPC codes for all of these products will remain the same.

Current	May 2011
Milk-based: GERBER® GOOD START® GENTLE PLUS GERBER® GOOD START® PROTECT PLUS	Milk-based: GERBER® GOOD START® GENTLE GERBER® GOOD START® PROTECT
Soy-based: GERBER® GOOD START® SOY PLUS	Soy-based: GERBER® GOOD START® SOY
Older Baby: GERBER® GOOD START® 2 GENTLE PLUS GERBER® GOOD START® 2 PROTECT PLUS GERBER® GOOD START® 2 SOY PLUS	Older Baby: GERBER® GOOD START® 2 GENTLE GERBER® GOOD START® 2 PROTECT GERBER® GOOD START® 2 SOY

We will forward additional information including copies of the new labels in the near future. If you have any questions, please contact Jennifer Redington (214-683-9572) or your local contact.

We appreciate your continued support.

Rick Jentis
 Head of Marketing Infant Formula, Cereal, and WIC Programs

MILK BASED POWDER
WITH IRON
ADD WATER



Infant Formula
Gerber[®]
GOOD START[®]

gentle



for Complete Nutrition
& Easy Digestion

NET WT 12.7 OZ (360 g)

- Unique Protein
- Easy Di
- Prebiot
- Digesti
- DHA &
- & Eye D

Comple
to Supp
HEALTH

- Special
- with Nu
- in Break

MILK BASED POWDER
WITH IRON
ADD WATER



Infant Formula
Gerber[®]
GOOD START[®]

protect



for Complete Nutrition,
Easy Digestion &
Advanced Immune Support

NET WT 12.4 OZ (351 g)

• Unique
Protein
Easy D
• DHA &
& Eye D

Comple
& Bific
ADVAN
SYSTEM

• Special
with Nu
in Break

Formula Update: 4/11/11

Contact: [Karen Henry](#)

Mead Johnson is changing the can size and reconstitution of some of its powder formulas (Enfamil EnfaCare and Enfamil Gentlease). **Both products are going to a bigger can size and greater reconstitution.** The Enfamil Enfacare powder will go from a 12.8 oz can (reconstitution: 82 fl. oz/can) to a 15.1 oz can (reconstitution: 96 fl. oz/can). The Enfamil Gentlease powder will go from a 12 oz can (reconstitution: 88 fl. oz/can) to a 12.4 oz can (reconstitution: 90 fl. oz/can). Both of the new can sizes will start showing up on shelves between **early-August to mid-September.** Product names and formulations will remain the same. Since number of cans available to participants is different depending on old or new product, separate food packages will be needed to accommodate the new can sizes. Both old and new names unfortunately cannot be put on the food IDs in this case (since number of cans allowed per category changes with new packaging). Starting early August and following the launch, if you issue a package **for Enfamil Enfacare or Enfamil Gentlease** powder, please call the participant's store ahead to find out which can size is available at the participants store to know which package to issue. Also, as mothers are issued several months of checks of the product, please begin making families aware that during the transition, they may need to return to the clinic at some point to exchange vouchers if have trouble finding current product.

For more info on the new can sizes, see attachments labeled: **EnfaCare 15.1 oz Powder 3.28.11.pdf**

Karen Henry will send a reminder out in early August as well shortly before the new products become available.



March 28, 2011

Dear Valued WIC Customer,

I am writing to notify you of an upcoming change to our Enfamil® EnfaCare® powdered infant formula.

What is Changing:

Our 12.8 oz powder will be replaced by a 15.1 oz powder can. Please see the attached specification sheet for new UPC and price information. The 15.1 oz powder can will reconstitute to 96 fluid ounces. Based on the Code of Federal Regulations, 7 C.F.R. Part 246 governing product issuance, the new maximum monthly allotment will be as follows:

Fully Formula Feeding Packages

Product	Months 0 – 3	Months 4 – 5	Months 6 – 11	TOTAL
CURRENT CAN ALLOTMENT: Enfamil EnfaCare 12.8 oz powder	10	11	8	110
CURRENT TOTAL OUNCES (82 PER CAN)	3,280	1,804	3,936	9,020
NEW CAN ALLOTMENT: Enfamil EnfaCare 15.1 oz powder	9	10	7	98
NEW TOTAL OUNCES (96 PER CAN)	3,456	1,920	4,032	9,408

Partially Breast Feeding Packages

Product	Month 0-1	Months 1 – 3	Months 4 – 5	Months 6 – 11	TOTAL
CURRENT CAN ALLOTMENT: Enfamil EnfaCare 12.8 oz	0 or 1	5	6	4	51 or 52
CURRENT TOTAL OUNCES (82 PER CAN)	0 or 82	1,230	984	1,968	4,182 or 4,264
NEW CAN ALLOTMENT: Enfamil EnfaCare 15.1 oz pwd	0 or 1	4	5	4	46 or 47
NEW TOTAL OUNCES (96 PER CAN)	0 or 96	1,152	960	2,304	4,416 or 4,512

What is Not Changing:

The product formulation and name will remain the same. The Ready-to-use options (32 oz and 2 oz) will continue to be available.

Timing:

Current plans are for the product to begin shipping August 1, 2011. Depending on retailer inventory levels, the 15.1 oz powder should start appearing on retail store shelves sometime in early/mid September. The 12.8 oz powder will no longer be available for ordering after August 1, 2011.

Food Instrument Recommendation:

We strongly recommend you change your Enfamil EnfaCare powder food instruments with use by dates after September 1st to state “either X cans of Enfamil EnfaCare 12.8 oz or Y cans of Enfamil EnfaCare powder 15.1 oz.” If you are unable to issue “either/or” food instruments, we recommend you monitor retail inventory in your State and issue food instruments for the new size can as soon as it is available on most WIC retailers’ shelves. Please reach out to your MJN WIC team representative if you would like assistance with retail availability and/or timing of retail shelf re-sets in your State. We will continue shipping the Enfamil EnfaCare 12.8 oz powder through July 31, 2011. However, we expect retail availability to be very limited by October 1, 2011.

Also, attached is an electronic file containing the new label graphic. Please contact your MJN WIC Team representative should you need hard copies of the original label.

If you have any questions or concerns, please contact Chris Shouse (812) 429-8613, Cheryl Cook (812) 429-5789, or Kathy Decker (812) 429-8758.

Thank you,



Director, WIC Business Team
Mead Johnson Nutrition

Enfamil® EnfaCare® – For Babies Transitioning Home

Growth

- Protein and calcium to support growth
- Proven to help babies born prematurely catch up in growth when used in a program of Enfamil® formulas*

Brain & Eye

- Supports your baby's brain and eye development
- 17 mg DHA and 34 mg ARA per 100 Calories; expert recommended levels

Immune System

- A blend of nutrients to help support the immune system
- Vitamins, minerals and antioxidants to help support the immune system

*Enfamil® Premature, Enfamil EnfaCare, and Enfamil® LIPIL®

☎ If you have a question, we are here for you. Call us toll free: 1-800-BABY123, 8 am to 4:30 pm Monday-Saturday, Central Time. Or visit Enfamil.com

Experts agree on the many benefits of breast milk. If you choose to use infant formula, ask your baby's doctor about Enfamil EnfaCare.

INSTRUCTIONS FOR PREPARATION & USE

WARNING: Your baby's health depends on carefully following the instructions below. Use only as directed by a medical professional. Improper hygiene, preparation, dilution, use or storage may result in severe harm. Although this powder is formulated for premature infants, powdered infant formulas are not sterile and should not be fed to premature infants or infants who might have immune problems unless directed and supervised by your baby's doctor. Ask your baby's doctor which formula is appropriate for your baby.

Ask your baby's doctor about the need to use cooled, boiled water for mixing and the need to boil clean utensils, bottles and nipples in water before use.

1. Wash hands thoroughly with soap and water before preparing formula.



2. Pour desired amount of water into the bottle. Add powder.



3. Cap bottle and SHAKE WELL.



Use the chart below for correct amounts of water and powder. Use scoop in can to measure powder. Store DRY scoop in this can.

To Make**	Water	Powder	
2 fl oz bottle	2 fl oz	1 unpacked level scoop	(9.8 g)
4 fl oz bottle	4 fl oz	2 unpacked level scoops	(19.6 g)
8 fl oz bottle	8 fl oz	4 unpacked level scoops	(39.2 g)

**Each scoop adds about 0.2 fl oz to the amount of prepared formula.

WARNING: Do not use a microwave oven to warm formula. Serious burns may result.

Failure to follow these instructions could result in severe harm. Once prepared, infant formula can spoil quickly. Either feed immediately or cover and store in refrigerator at 35-40°F (2-4°C) for no longer than 24 hours. Do not use prepared formula if it is unrefrigerated for more than a total of 2 hours. Do not freeze prepared formula. After feeding begins, use formula within one hour or discard.

Powder Storage: Store cans at room temperature. After opening can, keep tightly covered, store in dry area and use contents within 1 month. Do not freeze powder and avoid excessive heat.

USE BY DATE ON BOTTOM OF CAN

NEW BIGGER SIZE!

Enfamil

EnfaCare®

Helps Support

Triple Health Guard™

Growth

Brain & Eye

Immune System

for Babies Born Prematurely

Infant Formula

Milk-Based Powder with Iron • 22 Cal/fl oz

0 - 12 months

15.1 OZ (428 g)



NUTRIENTS

(Normal Dilution); per 100 Calories (4.5 fl oz)

PROTEIN	g	2.8
FAT	g	5.3
CARBOHYDRATE	g	10.4
WATER	g	117
LINOLEIC ACID	mg	860

VITAMINS

A	IU	450
D	IU	70
E	IU	4
K	mcg	8
THIAMIN (B1)	mcg	200
RIBOFLAVIN (B2)	mcg	200
B6	mcg	60
B12	mcg	0.3
NIACIN	mcg	1000
FOLIC ACID (FOLACIN)	mcg	26
PANTOTHENIC ACID	mcg	850
BIOTIN	mcg	5
C (ASCORBIC ACID)	mg	16
CHOLINE	mg	24
INOSITOL	mg	30

MINERALS

CALCIUM	mg	120
PHOSPHORUS	mg	66
MAGNESIUM	mg	8
IRON	mg	1.8
ZINC	mg	1
MANGANESE	mcg	15
COPPER	mcg	120
IODINE	mcg	21
SELENIUM	mcg	2.8
SODIUM	mg	37
POTASSIUM	mg	105
CHLORIDE	mg	78

INGREDIENTS: NONFAT MILK, WHEY PROTEIN CONCENTRATE, CORN SYRUP SOLIDS, LACTOSE, HIGH OLEIC VEGETABLE OIL (SUNFLOWER AND/OR SAFFLOWER OIL), SOY OIL, MEDIUM CHAIN TRIGLYCERIDES (MCT OIL), COCONUT OIL, AND LESS THAN 2%: MORTIERELLA ALPINA OIL*, CRYPTHECODINIUM COHNI OIL**, VITAMIN A PALMITATE, VITAMIN D₃, VITAMIN E ACETATE, VITAMIN K₁, THIAMIN HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B₆ HYDROCHLORIDE, VITAMIN B₁₂, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE CHLORIDE, INOSITOL, CALCIUM CARBONATE, CALCIUM PHOSPHATE, MAGNESIUM CHLORIDE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, POTASSIUM IODIDE, SODIUM SELENITE, SODIUM CHLORIDE, POTASSIUM CITRATE, POTASSIUM HYDROXIDE, TAURINE, L-CARNITINE, NUCLEOTIDES (ADENOSINE 5'-MONOPHOSPHATE, CYTIDINE 5'-MONOPHOSPHATE, DISODIUM GUANOSINE 5'-MONOPHOSPHATE, DISODIUM URIDINE 5'-MONOPHOSPHATE).

MeadJohnson
Nutrition

MEAD JOHNSON & COMPANY, LLC, EVANSVILLE, IN 47721 U.S.A.
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*A SOURCE OF ARACHIDONIC ACID (ARA)

**A SOURCE OF DOCOSAHEXAENOIC ACID (DHA) 1283261

Filled by weight, not by volume; some settling may occur.

Makes approx. 96 fl oz

This exclusive formula is available only from the Enfamil® brand



CORTÉZ/ADRIAN/LEER/LAS INSTRUCCIONES EN ESPAÑOL



March 28, 2011

Dear Valued WIC Customer,

I am writing to notify you of an upcoming change to our Enfamil® Gentlease® powdered infant formula.

What is Changing:

Our 12 oz powder will be replaced by a 12.4 oz powder can. Please see the attached specification sheet for the new UPC. The 12.4 oz powder can will reconstitute to 90 fluid ounces per can. Based on the Code of Federal Regulations, 7 C.F.R. Part 246 governing infant formula product issuance, the new maximum monthly allotment will be as follows:

Fully Formula Feeding Packages

<u>Product</u>	<u>Months 0 – 3</u>	<u>Months 4 – 5</u>	<u>Months 6 – 11</u>	<u>TOTAL</u>
CURRENT CAN ALLOTMENT: Enfamil Gentlease 12 oz powder	10	11	8	110
NEW CAN ALLOTMENT: Enfamil Gentlease 12.4 oz powder	9	10	7	98

Partially Breast Feeding Packages

<u>Product</u>	<u>Month 0 - 1</u>	<u>Months 1 – 3</u>	<u>Months 4 – 5</u>	<u>Months 6 – 11</u>	<u>TOTAL</u>
CURRENT CAN ALLOTMENT: Enfamil Gentlease 12 oz	0 or 1	5	6	4	51 or 52
NEW CAN ALLOTMENT: Enfamil Gentlease 12.4 oz pwd	0 or 1	5, 4, 4	5	4	47 or 48

What is Not Changing:

The price, product formulation and name will remain the same. The Ready-To-Use form (32 oz and 2 oz) will continue to be available.

Timing:

Current plans are for the product to begin shipping August 1, 2011. Depending on retailer inventory levels, the 12.4 oz powder should start appearing on retail store shelves sometime in mid August to early September.

Food Instrument Recommendation:

We strongly recommend you change your Enfamil Gentlease powder food instruments with use by dates after September 1st to state “either X cans of Enfamil Gentlease powder 12 oz or Y cans of Enfamil Gentlease powder 12.4 oz.” If you are unable to issue “either/or” food instruments, we recommend you monitor retail inventory in your State and issue food instruments for the new size can as soon as it is available on most WIC retailers’ shelves. Please contact your MJN WIC team representative if you would like assistance with retail availability and/or timing of retail shelf re-sets in your State.

Please note this information is offered as our recommendation only. MJN will be following up with each of our contract states individually to determine your plans and to discuss options to handle rebates during the transition. We will be sending new rebate sheets to our contract states within the next two weeks.

Attached is the electronic version of the new label. Please contact your MJN WIC Team representative if you need hard copies of the original label.

If you have any questions or concerns, please contact Kathy Decker (812) 429-8758, Chris Shouse (812) 429-8613, or Cheryl Cook (812) 429-5789.

Sincerely,



Director, WIC Business Team
Mead Johnson Nutrition

Enfamil® Gentlease® is Designed to Reduce Fussiness & Gas in 24 Hours*

- **Easy-to-digest proteins that are broken down into smaller pieces (or partially broken down).**
 - Provides excellent nutrition for healthy growth during baby's first year.
- **4 out of 5 moms using Enfamil Gentlease for fussiness and gas were satisfied.**
**vs. the same babies at the beginning of the study*

If you have a question, we are here for you. Call us toll free: 1-800-BABY123, 8 am to 4:30 pm Monday-Saturday, Central Time. Or visit Enfamil.com

Experts agree on the many benefits of breast milk. If you choose to use infant formula, ask your baby's doctor about Enfamil Gentlease.

INSTRUCTIONS FOR PREPARATION & USE

Your baby's health depends on carefully following the instructions below. Proper hygiene, preparation, dilution, use and storage are important when preparing infant formula. Powdered infant formulas are not sterile and should not be fed to premature infants or infants who might have immune problems unless directed and supervised by your baby's doctor. Ask your baby's doctor which formula is appropriate for your baby.

Ask your baby's doctor about the need to use cooled, boiled water for mixing and the need to boil clean utensils, bottles and nipples in water before use.

1. Wash hands thoroughly with soap and water before preparing formula.



2. Pour desired amount of water into the bottle. Add powder.



3. Cap bottle and SHAKE WELL.



Use the chart below for correct amounts of water and powder. Use scoop in can to measure powder. Store DRY scoop in this can.

To Make**	Water	Powder	
2 fl oz bottle	2 fl oz	1 unpacked level scoop	(8.7 g)
4 fl oz bottle	4 fl oz	2 unpacked level scoops	(17.4 g)
8 fl oz bottle	8 fl oz	4 unpacked level scoops	(34.8 g)

**Each scoop adds about 0.2 fl oz to the amount of prepared formula.

WARNING: Do not use a microwave oven to warm formula. Serious burns may result.

Failure to follow these instructions could result in severe harm. Once prepared, infant formula can spoil quickly. Either feed immediately or cover and store in refrigerator at 35-40°F (2-4°C) for no longer than 24 hours. Do not use prepared formula if it is unrefrigerated for more than a total of 2 hours. Do not freeze prepared formula. After feeding begins, use formula within one hour or discard.

Powder Storage: Store cans at room temperature. After opening can, keep tightly covered, store in dry area and use contents within 1 month. Do not freeze powder and avoid excessive heat.

USE BY DATE ON BOTTOM OF CAN

CORTE AQUI PARA LEER LAS INSTRUCCIONES EN ESPAÑOL.

Enfamil Gentlease®



for **Fussiness & Gas**
Infant Formula
 Milk-Based Powder with Iron
 Partially Broken Down Proteins
 for Newborns & Infants
 0 - 12 months

12.4 OZ (352 g)



NUTRIENTS
(Normal Dilution); per 100 Calories (5 fl oz)

PROTEIN.....	g 2.3
FAT.....	g 5.3
CARBOHYDRATE.....	g 10.8
WATER.....	g 134
LINOLEIC ACID.....	mg 860

VITAMINS

A.....	IU 300
D.....	IU 60
E.....	IU 2
K.....	mcg 9
THIAMIN (B1).....	mcg 80
RIBOFLAVIN (B2).....	mcg 140
B6.....	mcg 60
B12.....	mcg 0.3
NIACIN.....	mcg 1000
FOLIC ACID (FOLACIN).....	mcg 16
PANTOTHENIC ACID.....	mcg 500
BIOTIN.....	mcg 3
C (ASCORBIC ACID).....	mg 12
CHOLINE.....	mg 24
INOSITOL.....	mg 6

MINERALS

CALCIUM.....	mg 82
PHOSPHORUS.....	mg 46
MAGNESIUM.....	mg 8
IRON.....	mg 1.8
ZINC.....	mg 1
MANGANESE.....	mcg 15
COPPER.....	mcg 75
IODINE.....	mcg 10
SELENIUM.....	mcg 2.8
SODIUM.....	mg 36
POTASSIUM.....	mg 108
CHLORIDE.....	mg 63

INGREDIENTS: CORN SYRUP SOLIDS, PARTIALLY HYDROLYZED NONFAT MILK AND WHEY PROTEIN CONCENTRATE SOLIDS (SOY), VEGETABLE OIL (PALM OLEIN, SOY, COCONUT, AND HIGH OLEIC SUNFLOWER OILS), AND LESS THAN 2%: MORTIERELLA ALPINA OIL*, CRYPTOCODINIUM COHNII OIL**, VITAMIN A PALMITATE, VITAMIN D3, VITAMIN E ACETATE, VITAMIN K1, THIAMIN HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B6 HYDROCHLORIDE, VITAMIN B12, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE CHLORIDE, INOSITOL, CALCIUM CARBONATE, CALCIUM PHOSPHATE, MAGNESIUM PHOSPHATE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, COPRIC SULFATE, SODIUM SELENITE, SODIUM CITRATE, POTASSIUM CHLORIDE, TAURINE, AND L-CARNITINE.



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*A SOURCE OF ARACHIDONIC ACID (ARA)
 **A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

Filled by weight, not by volume; some settling may occur.

Makes approx. 90 fl oz

This exclusive formula is available only from the Enfamil® brand



3 0087 5100 69 1