

**Formula update: 8/29/11**

Contact: **Karen Henry**

As announced at the June iLinc, starting in **late September**, Gerber is changing the size and style of the **Good Start Gentle** and **Gerber Good Start Soy Ready-to-Feed** and **Concentrate** containers. For both products, the 32 ounce (1 quart) Ready-to-Feed bottle will be replaced by a 4-pack of 8.45oz boxes (please see [the product images on the new web page](#) “Gerber Good Start Gentle RTF 4-Pack September 2011” and “Gerber Good Start Soy RTF 4-Pack September 2011”). The concentrate container will go from a 13 ounce can to a 12.1 oz carton (please see “Gerber Good Start Gentle Concentrate September 2011” and “Gerber Good Start Soy Concentrate September 2011”). Of note, the **Gerber Good Start Protect formula** does not have ready-to-feed or concentrate [versions](#) (only the powder form is available in that product). The new sizes [of](#) containers will [affect](#) [the](#) number received per month, so new packages have been created in AIM for the new Ready-to-Feed and Concentrate versions of these products. The new packages in AIM list **the package size** as well as the term “**new pkg**” in the title. These products are rarely issued to participants since they are non-contract routine formulas, and when they are issued, the powder form is more [common](#) than concentrate or ready-to-feed forms. [However](#), if you do come across a [participant who needs it](#), starting in **September**, please call participants’ store ahead and see which size product is in stock before choosing [the](#) package to issue. Additionally, if [the](#) old package size is issued or if packaging changes in their store, please inform participants that they can come in and exchange checks if needed.

Thank you.

4  
PACK

EASY OPEN • READY TO USE

READY TO FEED • DO NOT ADD WATER  
MILK BASED INFANT FORMULA WITH IRON



For Babies  
0-12  
MONTHS



Infant Formula  
**Gerber**  
GOOD START

gentle

for Complete Nutrition  
& Easy Digestion



Complete Nutrition  
to Support  
**HEALTHY GROWTH**

- Unique Comfort Proteins\* for Easy Digestion
- Prebiotics for Digestive Health
- DHA & ARA for Brain & Eye Development
- Specially Made with Nutrients found in Breastmilk

4-8.45 FL OZ (250 mL) CARTONS  
33.8 FL OZ (1.05 QT/1000 mL)

PATENT PENDING

4  
PACK

EASY OPEN • READY TO USE

READY TO FEED • DO NOT ADD WATER  
SOY BASED INFANT FORMULA WITH IRON



For Babies  
0-12  
MONTHS



Infant Formula  
**Gerber**  
GOOD START<sup>®</sup>

SOY

for Complete Nutrition  
Milk-Free & Lactose-Free



Complete Nutrition  
to Support  
**HEALTHY GROWTH**

- Unique Gentle Soy Proteins for Easy Digestion
- Soy Based for Fussiness & Gas
- DHA & ARA for Brain & Eye Development
- Specially Made with Nutrients found in Breastmilk

① Pareve Ingredients  
Manufactured on Dairy Equipment

4-8.45 FL OZ (250 mL) CARTONS  
33.8 FL OZ (1.05 QT/1000 mL)

PATENT PENDING

CONCENTRATED  
MUST ADD WATER

CONCENTRATED  
MUST ADD WATER



MILK BASED LIQUID  
INFANT FORMULA WITH IRON



For Babies  
**0-12**  
MONTHS



Infant Formula  
**Gerber**  
**GOOD START**

**gentle**

for Complete Nutrition  
& Easy Digestion

- Unique Comfort Proteins<sup>®</sup> for Easy Digestion
- Prebiotics for Digestive Health



Complete Nutrition  
to Support  
**HEALTHY GROWTH**

- DHA & ARA for Brain & Eye Development
- Specially Made with Nutrients found in Breastmilk

**MUST ADD WATER • MUST ADD WATER**

**DIRECTIONS FOR PREPARING AND USE:** Your baby's needs change as he or she grows. Always follow the preparation, use, and storage instructions shown on the label. For more information, visit us at [www.gerber.com](http://www.gerber.com) or call 1-800-4-A-GERBER. Always wash your hands and sterilize bottles properly for use.

- STEP 1:** Wash your hands and sterilize bottles.
- STEP 2:** Add the amount of water to the bottle.
- STEP 3:** Add the amount of formula to the bottle.

**Table 1: Preparation**

Tablespoons	Water	Formula
2 1/2	1 1/2 oz	1 1/2 oz
4 1/2	2 1/2 oz	2 1/2 oz
6 1/2	3 1/2 oz	3 1/2 oz
8 1/2	4 1/2 oz	4 1/2 oz
10 1/2	5 1/2 oz	5 1/2 oz

For more information, visit us at [www.gerber.com](http://www.gerber.com) or call 1-800-4-A-GERBER. Always wash your hands and sterilize bottles properly for use.

12.1 FL OZ (358 mL)

PATENT PENDING

CONCENTRATED  
MUST ADD WATER

CONCENTRATED  
MUST ADD WATER



SOY BASED LIQUID  
INFANT FORMULA WITH IRON



For Babies  
**0-12**  
MONTHS



Infant Formula  
**Gerber**  
GOOD START

**SOY**

for Complete Nutrition  
Milk-Free & Lactose-Free

- Unique Gentle Soy Proteins for Easy Digestion
- Soy Based for Fussiness & Gas



Complete Nutrition  
to Support  
**HEALTHY GROWTH**

- DHA & ARA for Brain & Eye Development
- Specially Made with Nutrients found in Breastmilk

**MUST ADD WATER • MUST ADD WATER**

**DIRECTIONS FOR PREPARATION AND USE:** Use only 1 scoop per ounce of water. Do not use more than 1 scoop per ounce of water. Do not use less than 1 scoop per ounce of water. Do not use more than 1 scoop per ounce of water. Do not use less than 1 scoop per ounce of water. Do not use more than 1 scoop per ounce of water. Do not use less than 1 scoop per ounce of water.

- STEP 1:** Clean your hands and sterilize the bottle.
- STEP 2:** Add 1 scoop of formula to the bottle.
- STEP 3:** Add 1 ounce of water to the bottle.

Pre-Meal Spoon	Pre-Meal Water	Pre-Meal Concentrated Formula
2 <sup>1</sup> / <sub>2</sub> scoops	10 oz	10 oz
4 <sup>1</sup> / <sub>2</sub> scoops	20 oz	20 oz
6 <sup>1</sup> / <sub>2</sub> scoops	30 oz	30 oz
8 <sup>1</sup> / <sub>2</sub> scoops	40 oz	40 oz

**PREPARED BY:** Gerber Products Company, LLC, Medford, NJ 08055

**DATE PREPARED:** 12/15/11

**LOT:** 1101111111

**EXP. DATE:** 12/15/12

**NET WT:** 12.1 FL OZ (358 mL)

① Pure Ingredients,  
Manufactured on  
Dairy Equipment

12.1 FL OZ (358 mL)

PATENT PENDING

## **Update regarding Enfacare and Gentlease powders changing can sizes: 8/16/11**

**Contact:** Karen Henry

As announced in an April weekly update, Mead Johnson is changing the can size of two of its powdered products: Enfamil Enfacare (12.8 oz can will become 15.1 oz) and Enfamil Gentlease (12 oz can will become 12.4 oz). The products will begin shipping in August, and will start showing up on **retail shelves in September**. 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 cannot be put on the food IDs in this case (since number of cans allowed per category changes with new packaging). The words “**new cans**” and the **new can size oz.** will appear in the titles of the new packages. Packages with the new cans have been built in AIM. **Starting in early September**, if you issue either of these powdered products to a participant, please check participants stores ahead to see which can size is available before issuing a package. Additionally, if issuing old powdered can sizes, please alert participants that the cans are changing, and make them aware they can come in and exchange checks if old can size becomes unavailable at their store.

Attached are the look of the new cans (labeled **EnfaCare 15.1 oz Powder Label Look.pdf** and **Gentlease 12.4 oz Powder Label Look.pdf** ).

Thank you.

**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](http://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 D<sub>3</sub>, VITAMIN E ACETATE, VITAMIN K<sub>1</sub>, THIAMIN HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B<sub>6</sub> HYDROCHLORIDE, VITAMIN B<sub>12</sub>, 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

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©2010 Mead Johnson & Company, LLC

\*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

**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](http://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, COPPER 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