

Good Start Announcement: 5/31/11

Contact: [Karen Henry](#)

Nestle has recently announced the Gerber Good Start Milk-Based Products (including Good Start Protect Plus and Good Start Gentle Plus) have been found to reduce the risk of atopic dermatitis over the first year of life. This is because the milk proteins in these formulas are partially hydrolyzed. It should be noted the proteins are not hydrolyzed extensively enough in these formulas to consider them hypoallergenic or make them an ideal formula for **the treatment** of existing atopic dermatitis or existing milk allergy symptoms. Exclusive breastfeeding is still the first and ideal strategy for risk reduction of atopic dermatitis. Additionally, the Good Start formulas are still considered non-contract routine formulas, and participants must still meet guidelines in Chapter 4 of the Policy and Procedure Manual plus receive State approval for issuance. They are non-contract routine formulas, so very few of our participants will be on them, but it is a good idea to be aware of this information.

Please see attachment titled **Nestle Announcement.pdf** for full announcement.



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For Immediate Release

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FDA GRANTS FIRST-EVER QUALIFIED HEALTH CLAIM IN INFANT NUTRITION

*Nearly 1 in 5 Babies Develop Atopic Dermatitis –
The Most Common Type of Allergic Disease in Infancy*

(FLORHAM PARK, New Jersey) – May 26, 2011 – Today, Gerber Products Company, a part of the Nestlé family, announced that Gerber® Good Start® milk-based formulas are the first and only infant formulas that meet the criteria for a qualified health claim. Specifically, the FDA concluded that current scientific evidence is appropriate for consideration of a qualified health claim relating to a reduced risk of atopic dermatitis.

The official language from the FDA is as follows:

“For healthy infants who are not exclusively breastfed and who have a family history of allergy, feeding a 100% whey protein partially hydrolyzed infant formula from birth up to 4 months of age instead of a formula containing intact cow’s milk proteins may reduce the risk of developing atopic dermatitis throughout the first year of life. FDA has concluded that the relationship between 100% whey protein partially hydrolyzed infant formulas and the reduced risk of atopic dermatitis is uncertain, because there is little scientific evidence for the relationship.

Partially hydrolyzed formulas **should not be fed to infants who are allergic to milk or to infants with existing milk allergy symptoms.** If you suspect your baby is already allergic to milk, or if your baby is on a special formula for the treatment of allergy, your baby's care and feeding choices should be under a doctor's supervision.”

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Leading allergy and pediatric organizations, including the American Academy of Pediatrics (AAP), the American Academy of Allergy Asthma and Immunology (AAAAI), and the National Institute of Allergy and Infectious Diseases (NIAID) have affirmed the potential role of certain hydrolyzed protein infant formulas in reducing the risk of developing atopic dermatitis – particularly in infants with a family history of allergy. It is important to note that partially hydrolyzed infant formulas, including GERBER® GOOD START® formulas, are recommended for routine use in healthy infants, but should not be used to treat children with allergy.

NOURISHING A HEALTHIER GENERATION ONE BABY AT A TIME

Breastfeeding is the best way to reduce the risk of allergies in infants. This is just one of the reasons why Gerber believes that breastfeeding is the best way to nourish infants. Gerber recommends breastfeeding as the ideal first step in its *Start Healthy, Stay Healthy*™ Nutrition System and supports the World Health Organization (WHO) recommendation of exclusive breastfeeding for the first six months.

THE GERBER® GOOD START® DIFFERENCE

GERBER GOOD START milk-based formulas are the first and only routine infant formulas made with 100% whey protein that has been partially hydrolyzed. GERBER GOOD START uses a unique two-step process that starts with gentle 100% whey protein, which is then broken down (partially hydrolyzed) into smaller pieces. In contrast, most other milk-based formulas are made with intact cow's milk proteins. Only GERBER GOOD START milk-based formulas meet the criteria for a qualified health claim.

“GERBER GOOD START formulas are among the most clinically-advanced on the market, and this announcement reflects Gerber's commitment to innovation and leadership in early childhood nutrition,” said Dr. Jose M. Saavedra, MD, FAAP, Medical Director, Gerber Products Company. “Now with acknowledgement from the FDA, we will be able to help parents understand the GERBER GOOD START difference.”

Gerber milk-based formulas are available nationwide in two varieties:

- GERBER GOOD START Protect
- GERBER GOOD START Gentle

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For more information on Gerber and GOOD START, visit www.medical.gerber.com or call the *Start Healthy, Stay Healthy*™ Resource Center at 1-800-327-9933.

About Generation Healthy and Gerber

At Gerber, we're working toward a high ideal. We call it Generation Healthy. Our *Start Healthy, Stay Healthy*™ Nutrition System provides products, education and services to help you make informed decisions about your child's nutrition at each stage of development.

Gerber was founded in 1928 in Fremont, MI. Gerber Products Company officially joined the Nestlé family on September 1, 2007. Gerber Products Company is committed to being a leader in early childhood nutrition.

All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland.

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URGENT: Risk of Death from Thickening Agent: 5/23/11

Contact: [Karen Henry](#)

The FDA sent out a notification on Friday that the popular thickening agent **SimplyThick** should not be given to infants born before 37 weeks gestation. Data has linked it to necrotizing enterocolitis (NEC), a life-threatening condition characterized by inflammation and death of intestinal tissue in this population. For more information about the announcement, please see this link:

<http://www.fda.gov/Safety/MedWatch/SafetyInformation/SafetyAlertsforHumanMedicalProducts/ucm256257.htm>

Of note, SimplyThick is not WIC-eligible. However, you may come across participants who are on it, so it is important to be aware of this announcement for infants born before 37 weeks gestation.

Formula Updates: 5/16/11

Contact: [Karen Henry](#)

PediaSure Promotional Size:

For the next several weeks, Abbott Nutrition will have an 8-pack promotional size for PediaSure Strawberry, PediaSure Vanilla (not Fiber), and PediaSure Sidekicks Chocolate. The 8-packs will be offered only at select retailers for the next 6-12 weeks. For WIC-eligible stores, the 8-packs will only be available at Wal-Mart and Albertson's. Six packs in the other flavors will still be options for participants in these stores but if you need a special package built for the promotional 8-pack, as always, please contact Karen Henry. For more info, please see attachment titled **“PediaSure 8-count letter 5.12.11.pdf”**



State WIC Offices,

May 12, 2011

Abbott Nutrition is pleased to let you know about a promotional value package size for PediaSure[®] Vanilla (not Fiber), PediaSure Strawberry, and PediaSure Sidekicks[®] Chocolate. This value package is an 8-count of PediaSure for the retail cost of a 6-pack.

This limited time promotion will be available at select retailers (currently: Walmart, Meijer, Giant Eagle, Albertsons LLC, Wegmans, A&P, Pathmark, and Brookshire Bros.) and select locations for the next several weeks. Depending on the size of the retailer, the item is expected to be on shelf for 8-12 weeks.

Please see the below information for UPC codes and a product image of the value pack.

Please contact Faith Davis at (614) 624-3718 for additional information or assistance.

Best Regards,

Kori

Kori Stenzel
Manager, WIC Contracts



Pediasure Vanilla 8-count UPC



Pediasure Strawberry 8-count UPC



Pediasure Sidekicks Chocolate 8-count UPC

