

Announcement 1/27/14

E028 Splash - new name and formulation

Contact: Karen Henry

Nutricia has announced E028 Splash will be called "Neocate Splash" starting in March. The nutrient profile is being updated to increase some micronutrients, as well as to decrease the osmolality. The look of the box is also being updated. A new "unflavored version" will be added to the selection of current flavors which include Grape and Orange-Pineapple, and the Tropical flavor will be discontinued. The packaging will remain the same number of ounces and boxes per case. Both old and new names are printing on the checks for this formula as well as "any flavor" to accommodate these changes. For formal announcement from Nutricia, please see below attachment.

New and Improved Neocate® Splash



Dear WIC Official,

As part of Nutricia North America's commitment to specialized nutrition we are continuing to make improvements across our family of products, providing patients with the best possible nutritional support according to the latest medical and scientific knowledge.

We are very excited to announce the launch of our **new and improved Neocate Splash** family of products (formally EO28 Splash). These great NEW products will be available starting March of 2014!

The **new and improved Neocate Splash** remains a hypoallergenic, nutritionally complete, amino acid-based, ready-to-feed liquid elemental formula for individuals over the age of one year. **Neocate Splash** is indicated for the dietary management of cow and soy milk protein allergy, multiple food protein allergies and food allergy associated conditions: short bowel syndrome, eosinophilic esophagitis, malabsorption, gastroesophageal reflux, and other GI disorders where an elemental diet is indicated.

We are excited to share the changes to our **new and improved Neocate Splash** family of products which will include the following: an updated macro and micronutrient profile and label, decreased osmolality, an updated flavor profile and a new look drink box with a straw peel away opening. The **new and improved Neocate Splash** will be available in Grape, Orange-Pineapple and a **NEW Unflavored** version! Nutricia will discontinue our current EO28 Splash - Tropical in June 2014.

Please see product code information for all 3 flavors of our **new and improved Neocate Splash**



Neocate Splash	Grape	Orange Pineapple	Unflavored
Pack Size	237ml x 27/case	237ml x 27/case	237ml x 27/case
Product Code	84369	84370	84451
UPC Unit	7497350-26700	7497350-10501	749750-44513
UPC Case	749351-26707	749351-10508	7497351-44510

We look forward to bringing you the best clinical nutrition products. For more information on our **new and improved Neocate Splash** and our family of amino acid-based medical foods, please visit www.neocate.com or call our Customer Service Department toll-free at **1-800-365-7354**, Monday - Friday, 8:30 am - 8:00 pm EST.

Please feel free to contact Michelle Murray, RD, National Access Manager at michelle.murray@nutricia.com or (301) 728-1304 (cell).

Sincerely,

The Neocate Team