

**Announcement 5/11/15**

**Gerber Extensive HA formula - introduced**

**Contact:** Karen Henry

Gerber is introducing a new formula called Gerber Extensive HA. Gerber Extensive HA is a hypoallergenic formula with broken down (extensively hydrolyzed) proteins compatible Enfamil Nutramigen, and Similac Alimentum. Additionally, like other Gerber milk based products, the protein source is 100% whey protein. The new product is expected to become available on retail shelves later this month. It will be available as a special formula through Arizona WIC. Packages are currently available in HANDS for IFF, IPN, and IPN+ categories. For more information please see attachment "**Gerber Extensive HA.pdf**". Thank you.

INTRODUCING



0-12 months



Gerber®

# EXTENSIVE HA™

A unique source of nutrition to support the needs of infants with CMPA<sup>†</sup>



Promote Normal Growth

100% Whey Protein

Extensively Hydrolyzed

Probiotic *B. lactis*

Medium Chain Triglycerides (MCTs)

Aligns with American Academy of Pediatrics' recommendations regarding dietary management of CMPA\*

## A new option to support the expansion of the Specialty Formula Category

- More than 75% of pediatricians surveyed agree that it's relevant for their practice and that it expands the range of nutritional options for management of CMPA\*\*
- A relevant addition to the extensively hydrolyzed formula segment that will help contribute expanding this high value segment

\*American Academy of Pediatrics Committee On Nutrition, Hypoallergenic Infant Formulas. Pediatrics. 2000;106:346-349.

\*\*Quantitative online research with 125 pediatricians, June 2014, Kantar Health

† CMPA: Cow's Milk Protein Allergy



# Gerber

## EXTENSIVE HA™

### INFANT POWDER FORMULA WITH IRON

*for milk intolerance & allergy*



0-12 months

## PRODUCT INFORMATION

	Product UPC	Case UPC
EXTENSIVE HA	0 50000 59852 6	0 00 50000 48519 2

## PRODUCT SPECIFICATIONS

Package	
Dimensions	3.9" W x 3.9" D x 4.8" H
Net Weight	14.1 oz
Case	
Count	6
Dimensions	12.7" W x 8.5" D x 5.0" H
Gross Weight	7.7 Lbs
Cube	0.312 <sup>ft3</sup>
Pallet (Will be delivered without pallet)	
Pattern	16/9
Weight	504 kg
Cube	53.32 <sup>ft3</sup>



EXTENSIVE HA PRODUCT UPC



0 50000 59852 6

EXTENSIVE HA CASE UPC



0 00 50000 48519 2