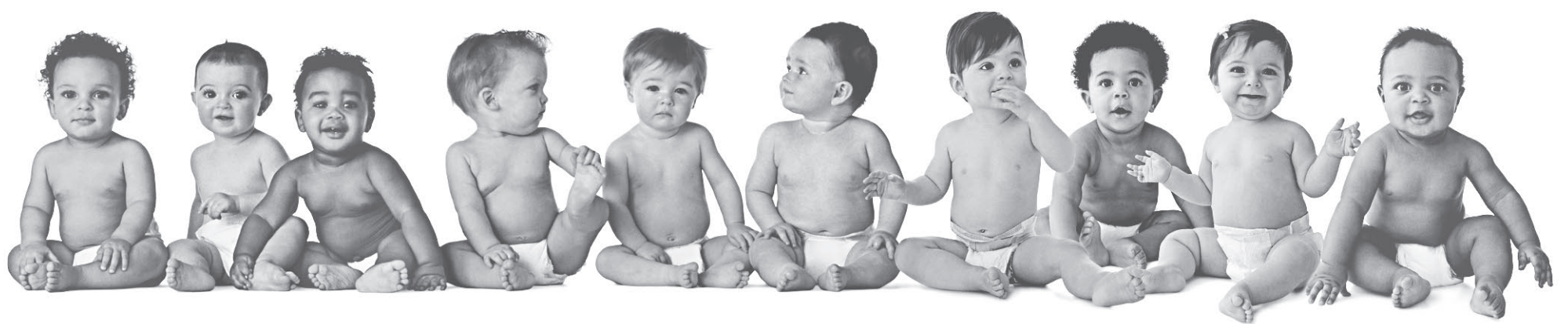


# Gerber is taking more than baby steps to reduce the risk of certain allergies.



**A**fter all, our mission is to nourish a healthier generation, one baby at a time. As the most trusted leader in early childhood nutrition,<sup>1</sup> we are constantly pioneering and analyzing research to help your little one start and stay healthy.

**Nearly 1 in 5 babies develop atopic dermatitis — the most common allergy in infants.**

The growing incidence of allergies in children is of great concern to us. Allergies are the third leading chronic disease among children in the U.S.<sup>2</sup> The incidence of skin allergies, in particular, has quadrupled in the last 50 years.<sup>3</sup> Today, atopic dermatitis, a type of allergic skin rash, is the most common allergy in infants, affecting nearly 1 in 5 babies.

**Breastfeeding is the best way to reduce risk.**

At Gerber, we recommend breastfeeding as the best way to nourish your baby in the first year of life. Breastmilk provides optimal nutrition and has been shown to reduce the risk of allergy in infants. If you choose to supplement breastfeeding with formula, there's something you should know that might make a difference for your baby.

**The first formula you choose may make a difference.**

The FDA concludes that current scientific evidence is appropriate for consideration of a claim regarding the relationship between the consumption of 100% whey-protein partially hydrolyzed infant formula and a reduced risk of atopic dermatitis.

We're proud to say that Gerber® Good Start® is the first and only formula brand made from 100% whey-protein partially hydrolyzed. In contrast, most other routine milk-based formulas are made with intact cow's milk protein.

**FDA grants Gerber the first-ever qualified health claim in Infant Nutrition.**

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 1st year of life. The 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.

**We're a step closer to Generation Healthy.**

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. Find out how you can become a part of Generation Healthy at [Gerber.com](http://Gerber.com).



**Generation Healthy**