



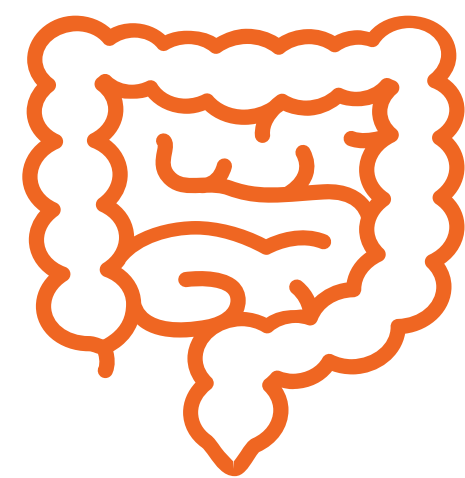
150
— years of —
innovation

Specially designed to be his
first and only
infant formula



Easy-to-digest routine infant formula,
designed to support digestive
and immune health

Breastfeeding is the best source of infant nutrition and promotes digestive and immune health



Digestive benefits

- Easy to digest¹
- Fast gastric emptying²
- Promotes soft stools³
- Balances the microbiota⁴
- Has bifidobacteria, the predominant bacteria in the gut of breastfed infants⁵



Immune benefits

- Reduces the risk of allergies⁶
- Provides key antibodies (IgA)⁷
- Has 2'-FL HMO* that directly influences cellular immunity⁸



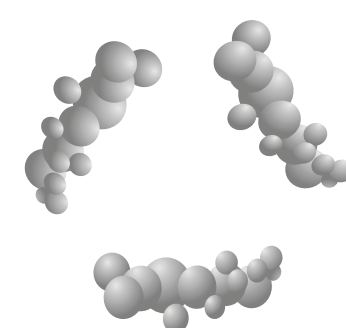
Helping moms to continue any amount of breastmilk is ideal⁹

*Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk and 2'-FL is the most abundant HMO found in breastmilk.
IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide.

Gerber® Good Start® GentlePro is the first and only routine formula with an advanced blend of three key ingredients for digestive and immune health

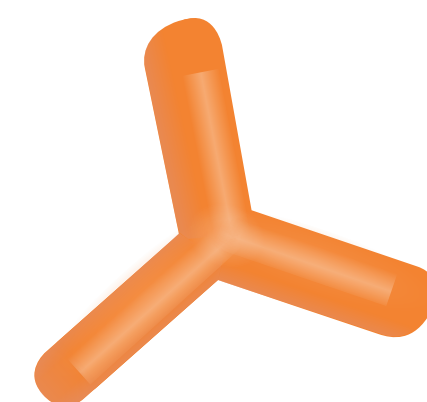


Also with **DHA** to support brain and eye development



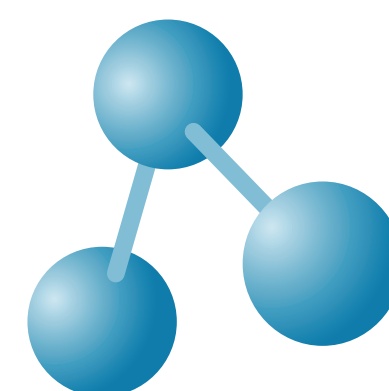
100% whey protein-partially hydrolyzed

10x smaller than intact cow's milk protein, making it easy to digest and able to provide some immune benefits



Probiotic *Bifidobacterium lactis* (*B. lactis*)*

Similar to the probiotic naturally found in breastmilk to help balance the microbiota and support the developing immune system

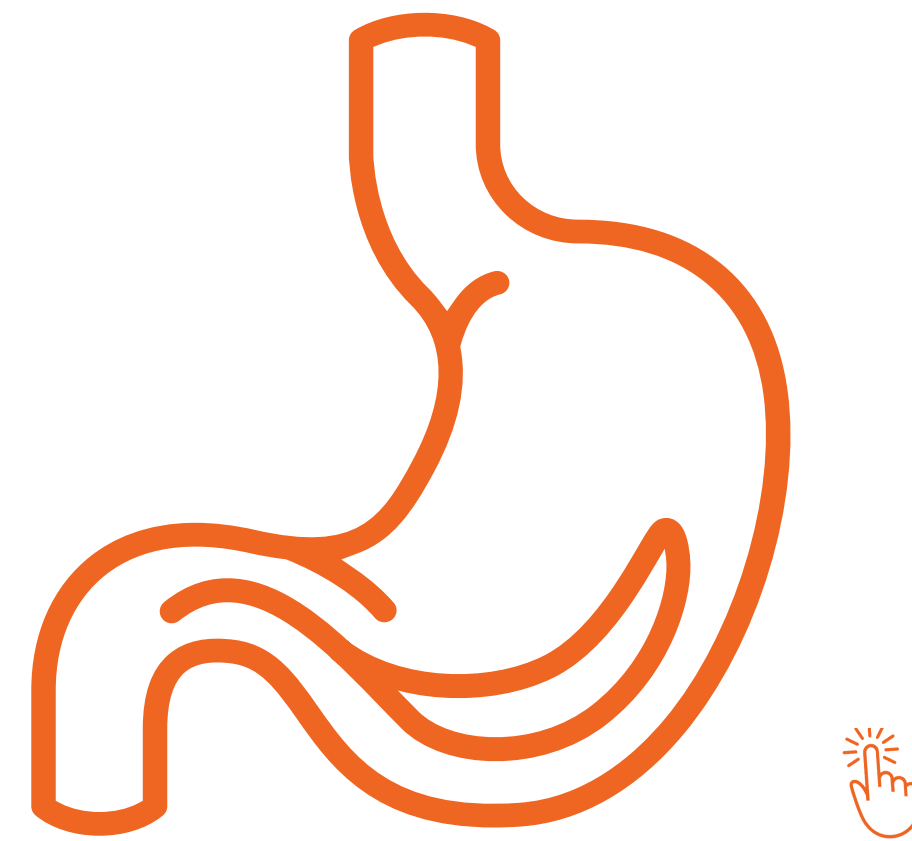


2'-Fucosyllactose (2'-FL) HMO*†

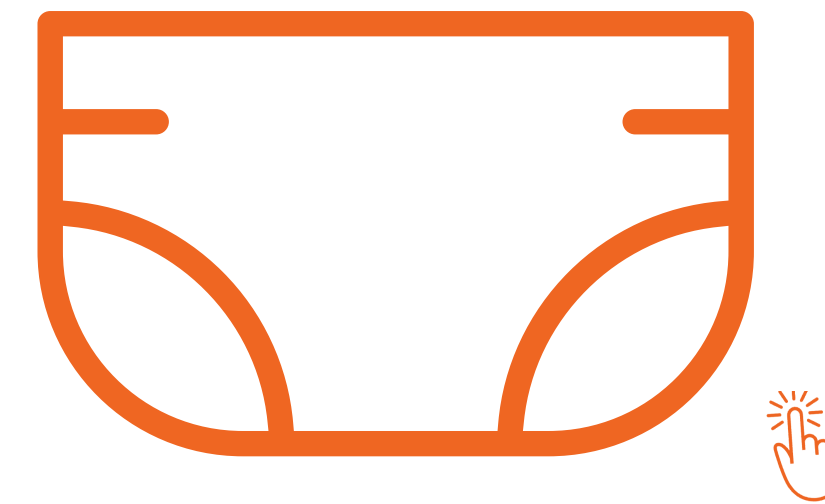
Structurally identical to the predominant HMO found in breastmilk to support digestive and immune health

*Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only. †Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk. The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.

Gerber® Good Start® GentlePro is made with 100% whey protein-partially hydrolyzed that is easy to digest



Clinically shown to
deliver gastric emptying
similar to breastmilk at
30 minutes¹




Clinically shown to
promote softer stools²

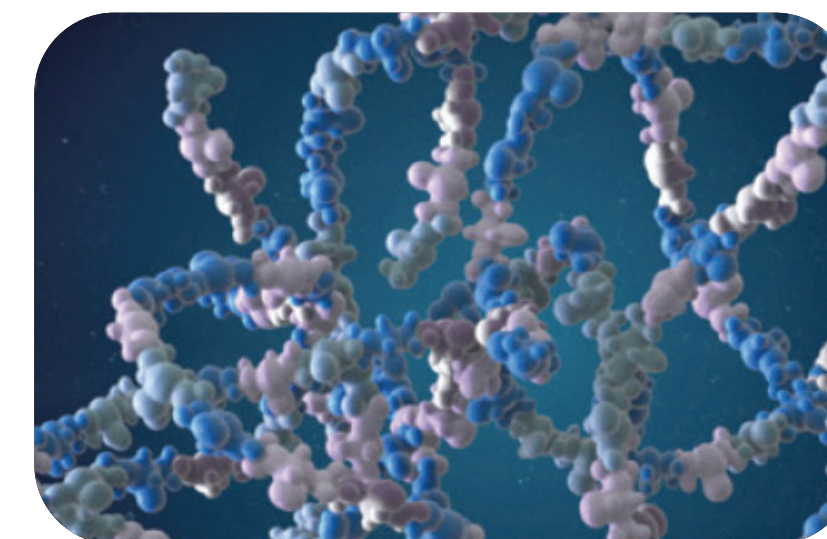
Gerber® Good Start® GentlePro is the **ONLY** routine formula made with
100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process



Gerber® Good Start® GentlePro is made with 100% whey protein-partially hydrolyzed, a high quality protein that is easy to digest

Gerber's unique hydrolysis process breaks down proteins into smaller peptides that are **10x smaller** than intact cow's milk proteins

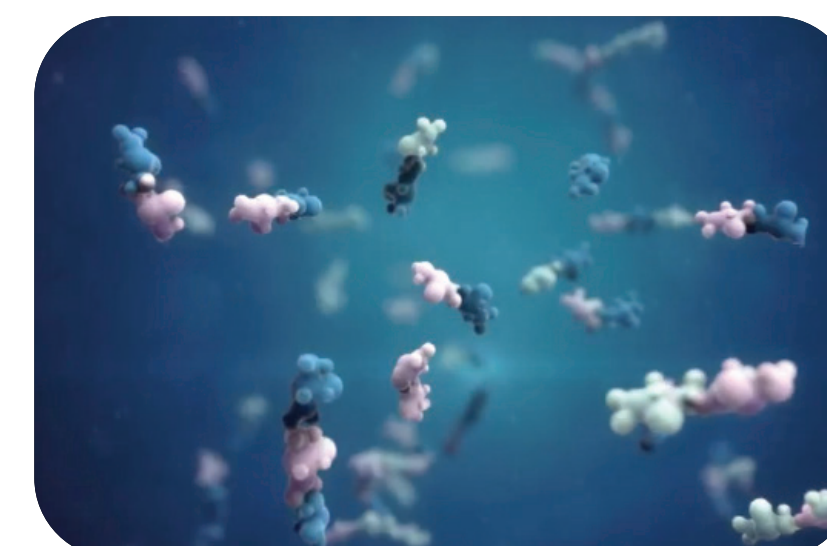
- Promotes softer stools^{3*}
- Clinically shown to deliver gastric emptying time similar to breastmilk at 30 minutes¹
- May help reduce the risk of developing atopic dermatitis⁴ 



~12,000 Daltons
Intact cow's milk protein



Gerber's unique hydrolysis process



~1,200 Daltons
100% whey protein-partially hydrolyzed

Gerber® Good Start® GentlePro is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

*Compared to intact cow's milk protein formula.

Gerber® Good Start® GentlePro is the first and only routine infant formula to meet the criteria for a Qualified Health Claim (QHC)

The QHC characterizes the relationship between a substance (100% whey protein-partially hydrolyzed [PHF-W]) and a disease (atopic dermatitis)

1

The **ONLY** 100% PHF-W that meets the criteria defined as the substance is Gerber® Good Start® 100% PHF-W, hydrolyzed with Gerber's unique hydrolysis process.

At the request of Gerber, the US FDA used its evidence-based review system to evaluate the scientific evidence for a QHC for 100% PHF-W and reduced risk of atopic dermatitis.

2

To determine whether sufficient evidence exists to support the QHC, the FDA evaluated human intervention studies that assessed the role of 100% PHF-W in reducing the risk of atopic dermatitis.

3

The FDA acknowledged that the current scientific evidence is appropriate for consideration of a QHC.

The scientific evidence for this is limited, and not all babies may benefit.

Key evidence on which FDA based its conclusions* >

Adapted from Chung et al, 2012.⁴ Food and Drug Administration (FDA) 2011.

*Findings based on studies done with 100% PHF-W. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

Gerber® Good Start® GentlePro is the first and only routine infant formula to meet the criteria for a Qualified Health Claim (QHC)

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Key evidence on which FDA based its conclusions*

Von Berg A et al.
J Allergy Clin Immunol
2003, 2007^{5,6}

Chan YH et al.
J Pediatr Child Health
2002⁷

Marini A et al.
Acta Pediatr Suppl
1996⁸

Vandenplas Y et al.
Eur J Pediatr
1995⁹

- There was a significantly lower incidence of atopic dermatitis after the first 12 months of life for infants receiving 100% PHF-W* compared to those receiving intact cow's milk protein formula (CMF)
- There was a statistically significant reduction in the incidence of atopic dermatitis at 1 and 3 years of age in infants who consumed 100% PHF-W compared to those who consumed CMF

Adapted from Chung et al, 2012.⁴ Food and Drug Administration (FDA) 2011.
*Findings based on studies done with 100% PHF-W. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

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- Exclusive feeding with 100% PHF-W in the first 4 months of life among infants with a family history of allergy reduced the risk of development of atopic manifestations, such as atopic dermatitis, with protection lasting as long as 24 months

Adapted from Chung et al, 2012.⁴ Food and Drug Administration (FDA) 2011.
*Findings based on studies done with 100% PHF-W. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

Gerber® Good Start® GentlePro is the first and only routine infant formula to meet the criteria for a Qualified Health Claim (QHC)




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- Infants exclusively fed intact cow's milk protein formula had a significantly higher incidence of atopic dermatitis than infants fed 100% PHF-W

Adapted from Chung et al, 2012.⁴ Food and Drug Administration (FDA) 2011.
*Findings based on studies done with 100% PHF-W. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

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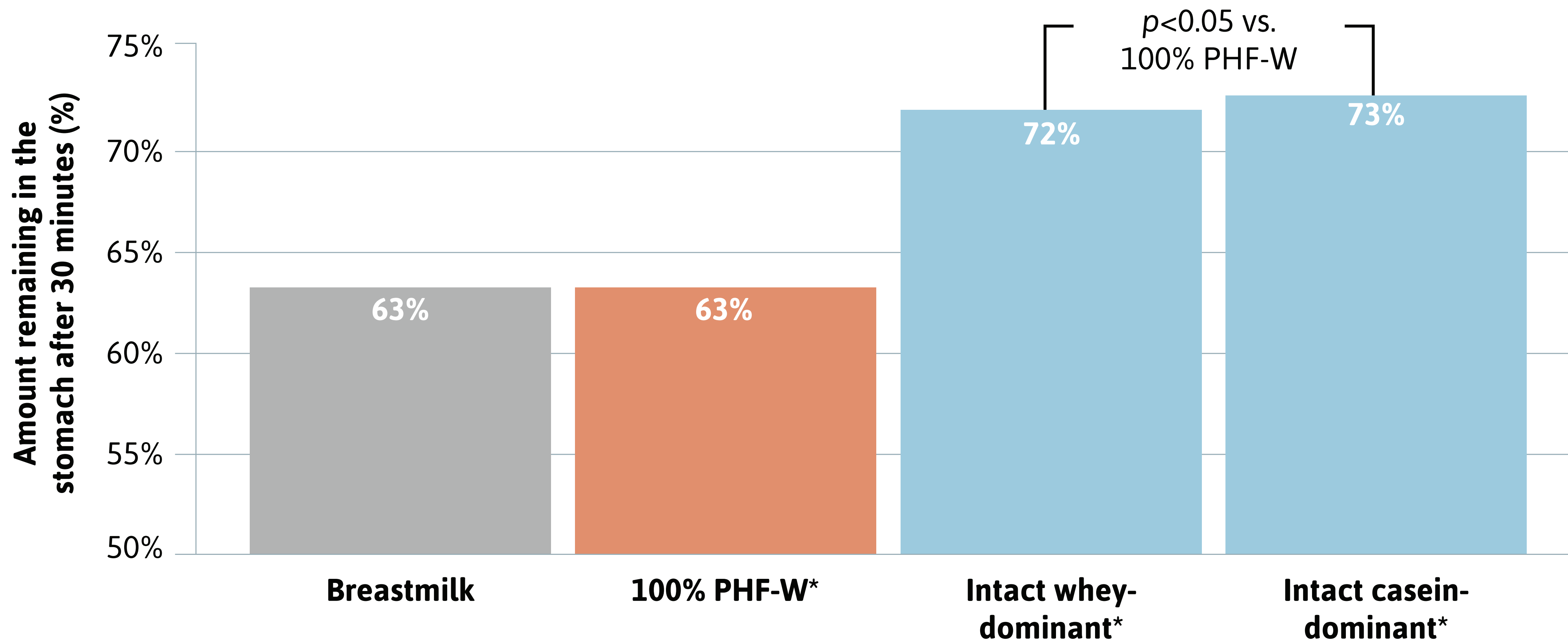
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- Incidence of atopic symptoms (including atopic dermatitis) was significantly lower during the first 6 months of life for infants receiving 100% PHF-W compared to those receiving intact cow's milk protein formula
- 100% PHF-W in infants with a family history of allergy decreased the prevalence of atopic dermatitis

Adapted from Chung et al, 2012.⁴ Food and Drug Administration (FDA) 2011.
*Findings based on studies done with 100% PHF-W. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

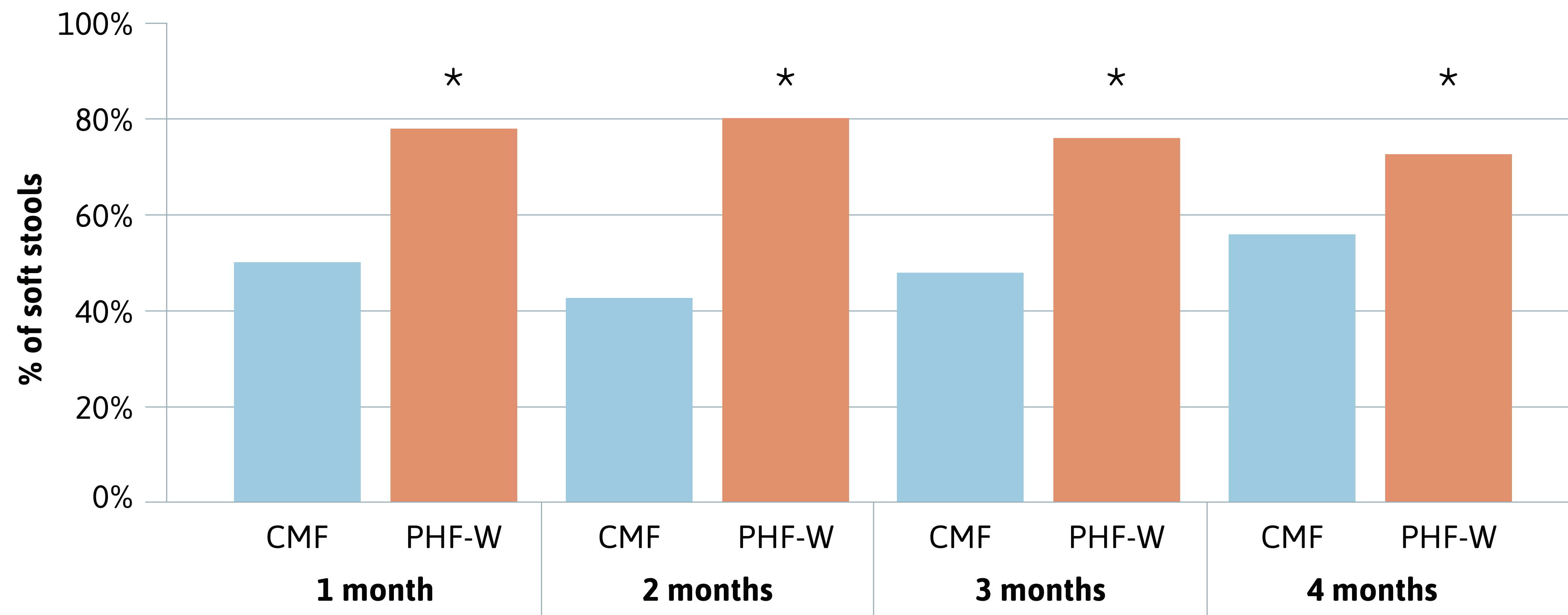
Gerber® Good Start® GentlePro, made with 100% whey protein-partially hydrolyzed, has been clinically shown to deliver gastric emptying similar to breastmilk at 30 minutes



Gerber® Good Start® GentlePro is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

Adapted from Billeaud et al, 1990.¹ *Formula composition commercially available at time of study. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

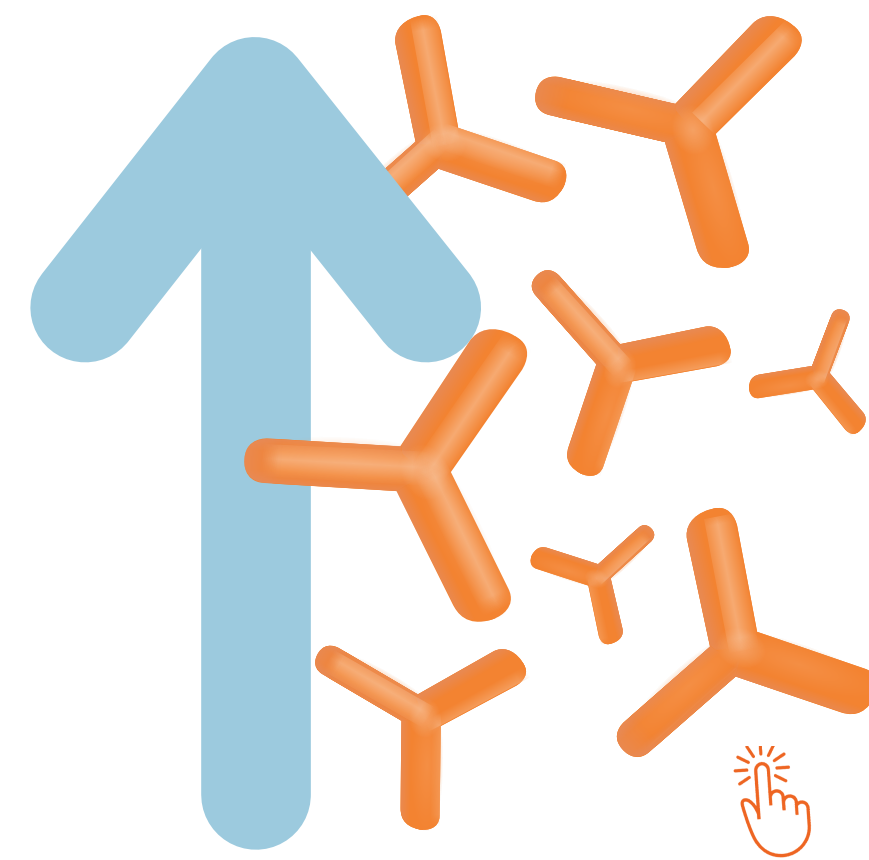
Gerber® Good Start® GentlePro, made with 100% whey protein-partially hydrolyzed, has been clinically shown to promote softer stools



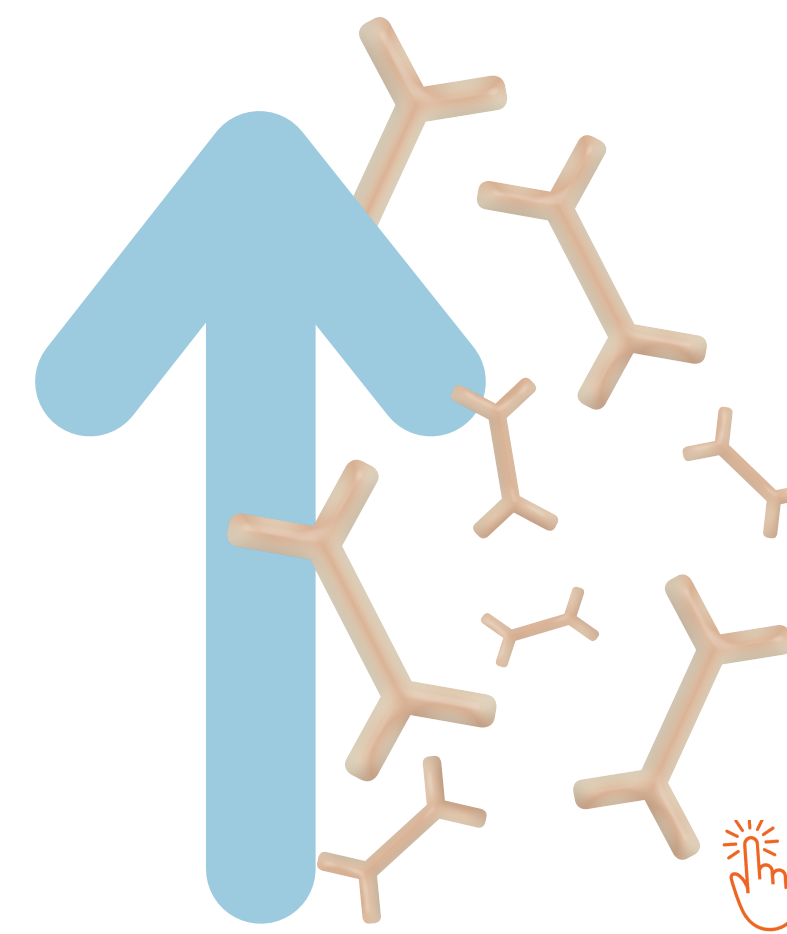
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Adapted from Czerkies et al, 2018.² * $p < 0.003$. **CMF**=Intact cow's milk protein formula. **PHF-W**=100% whey protein-partially hydrolyzed formula.

ONLY* Gerber® Good Start® GentlePro has
probiotic *B. lactis*† to promote a balanced microbiota and support the developing immune system 📢



Clinically shown to
increase bifidobacteria
levels in stools¹



Clinically shown to
increase vaccine-specific
secretory IgA²

No other routine formulas have a probiotic,
including those from Enfamil® and Similac®‡

*Only routine infant formula. †Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. *B. lactis*=*Bifidobacterium lactis*. IgA=Immunoglobulin A.

‡Other routine formulas include Enfamil NeuroPro™, Enfamil® Enspire™, Similac Pro-Advance®, Similac Pro-Total Comfort™, and Similac Pro-Sensitive®. Enfamil, NeuroPro, and Enspire are trademarks of Mead Johnson & Company. Similac, Pro-Advance, Pro-Total Comfort, and Pro-Sensitive are trademarks of Abbott Laboratories.



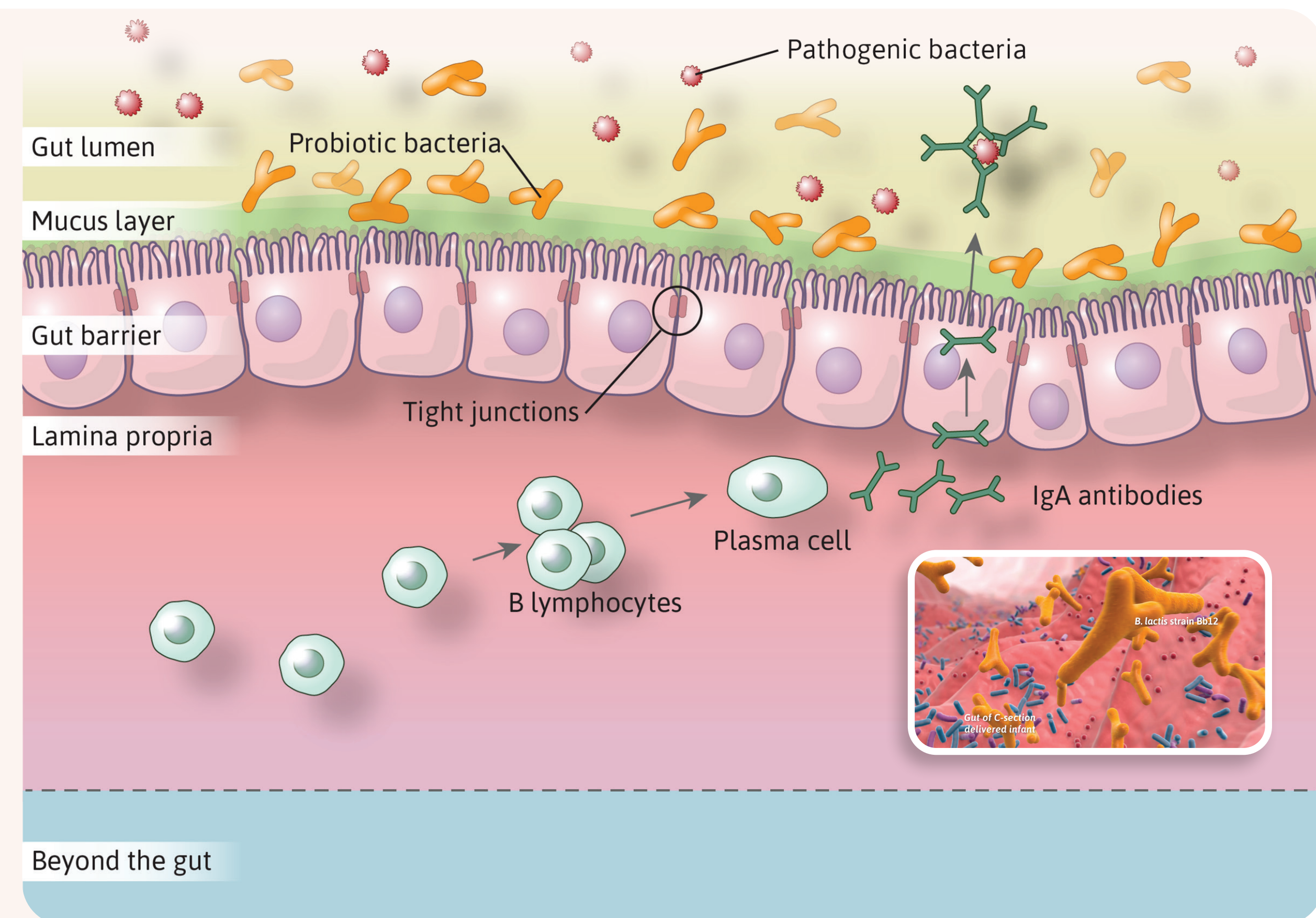
Probiotic *B. lactis**: Bifidobacteria are the predominant bacteria in the gut of breastfed infants

Helps balance the microbiota and support the developing immune system by³⁻⁶:

- Preventing growth and adhesion of pathogenic bacteria
- Improving gut barrier function and mucosal immunity by increasing IgA
- Impacting the gut-associated immune system, where 70–80% of the immune system resides



Gut-associated immune system



No other routine formulas have a probiotic, including those from Enfamil® and Similac®†

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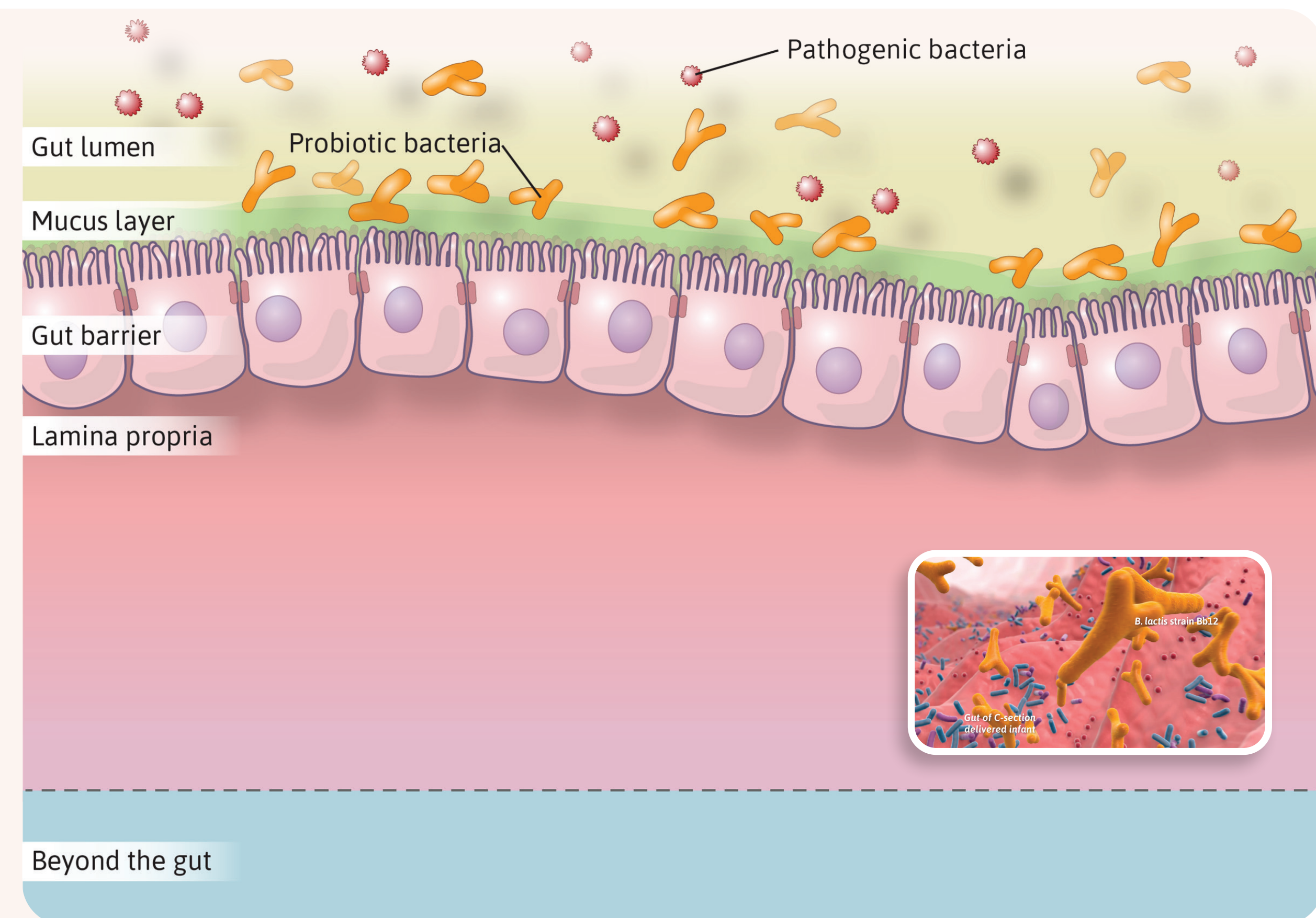
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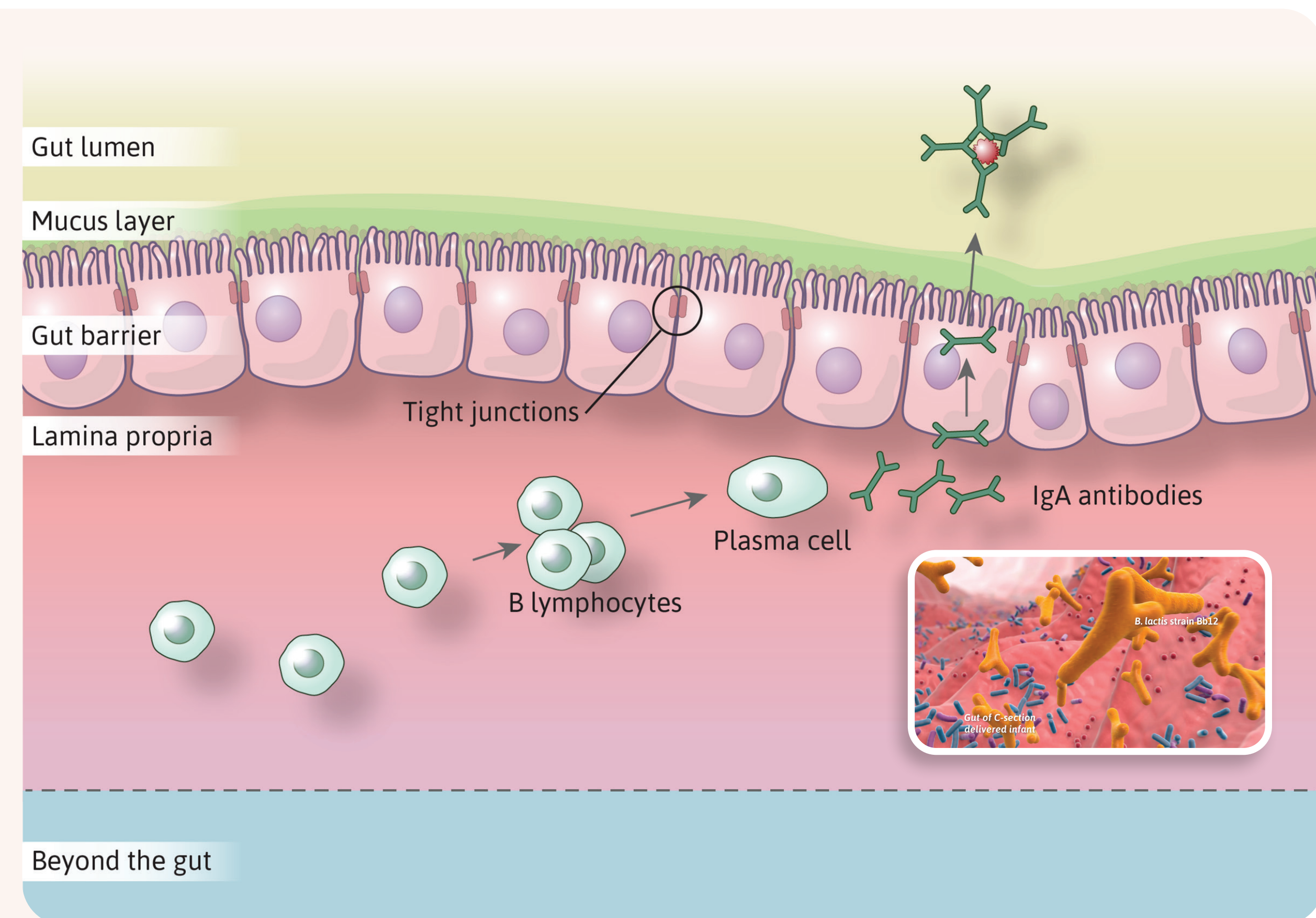


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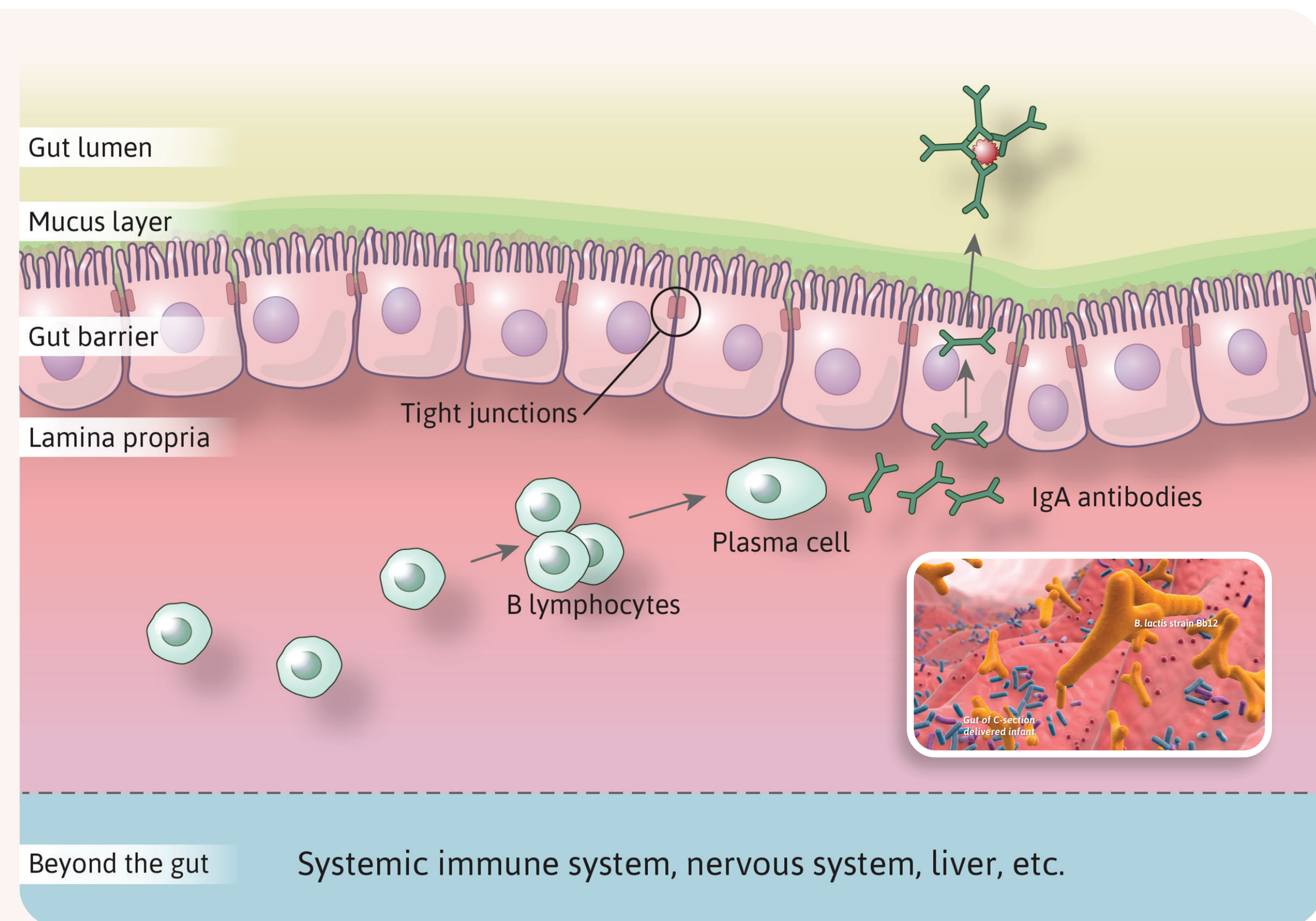


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Gut-associated immune system

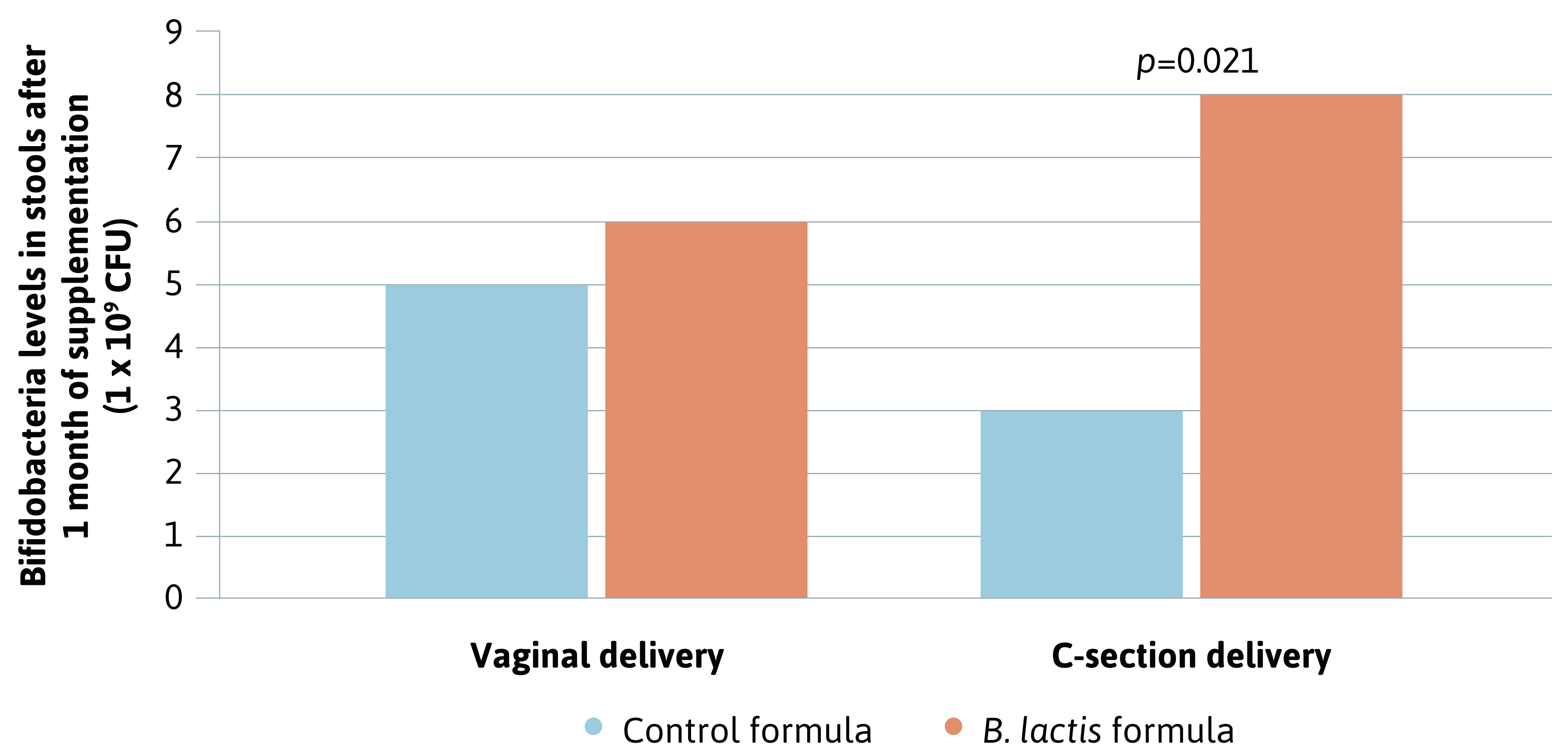


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ONLY* Gerber® Good Start® GentlePro has
probiotic *B. lactis*,† which has been clinically
shown to increase bifidobacteria levels in stools

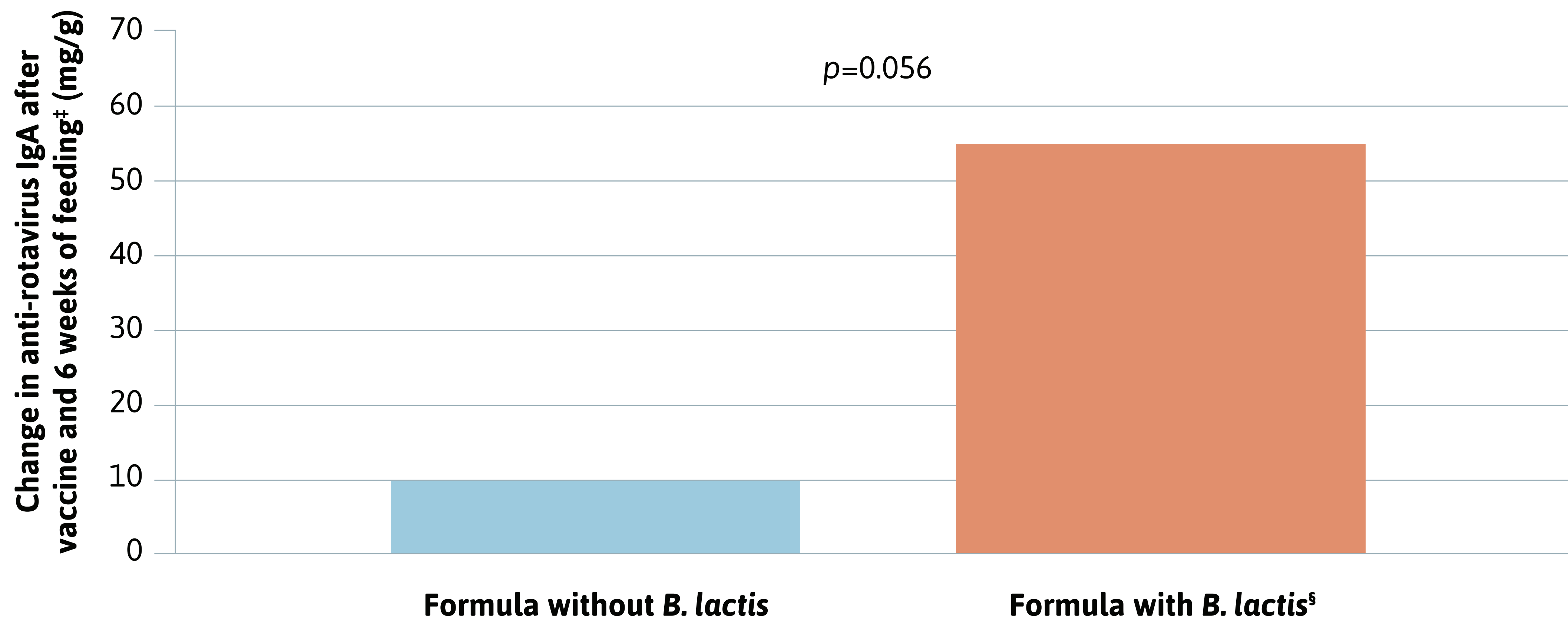


Bifidobacteria are the predominant bacteria in the gut of breastfed infants⁷

No other routine formulas have a probiotic, including those from Enfamil® and Similac®‡

Adapted from Yuniaty et al, 2013.¹ *Only routine infant formula. †Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. *B. lactis*=*Bifidobacterium lactis*.
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Adapted from Holscher et al, 2012.² *Only routine infant formula. †Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. ‡In C-section-delivered, formula-fed infants.

§Formula studied was Gerber® Good Start® GentlePro without human milk oligosaccharide. *B. lactis*=*Bifidobacterium lactis*. IgA=Immunoglobulin A.

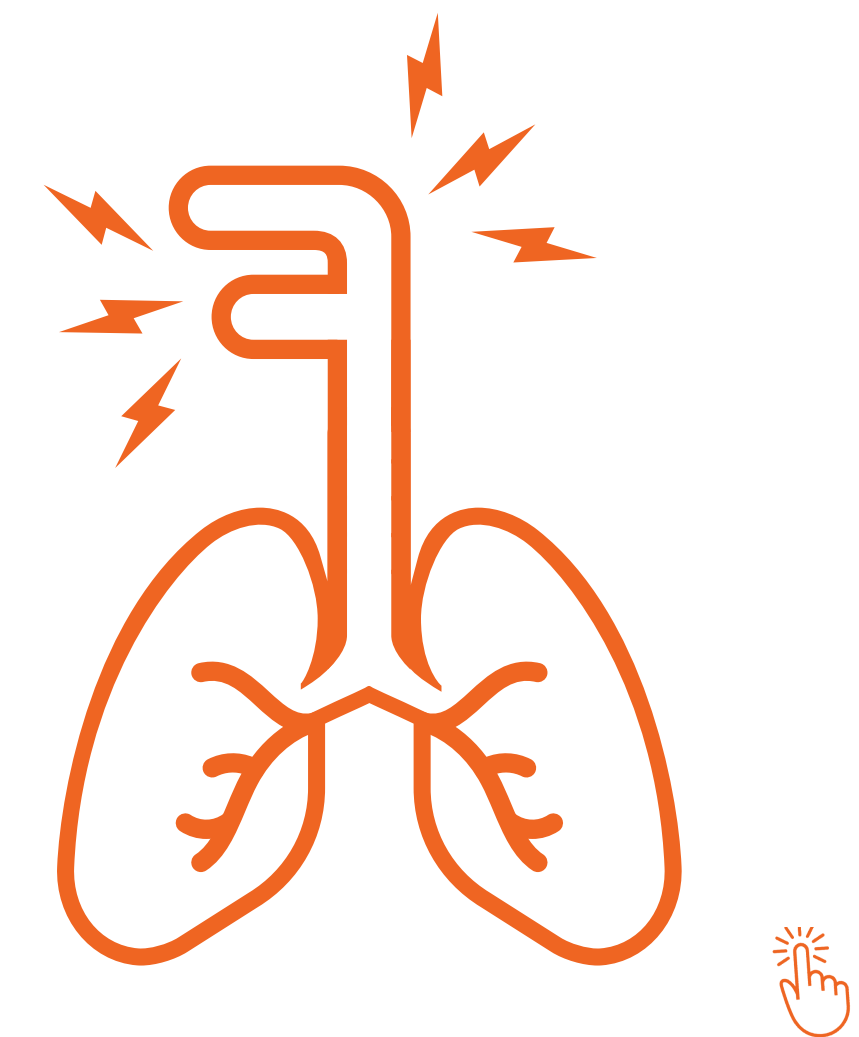
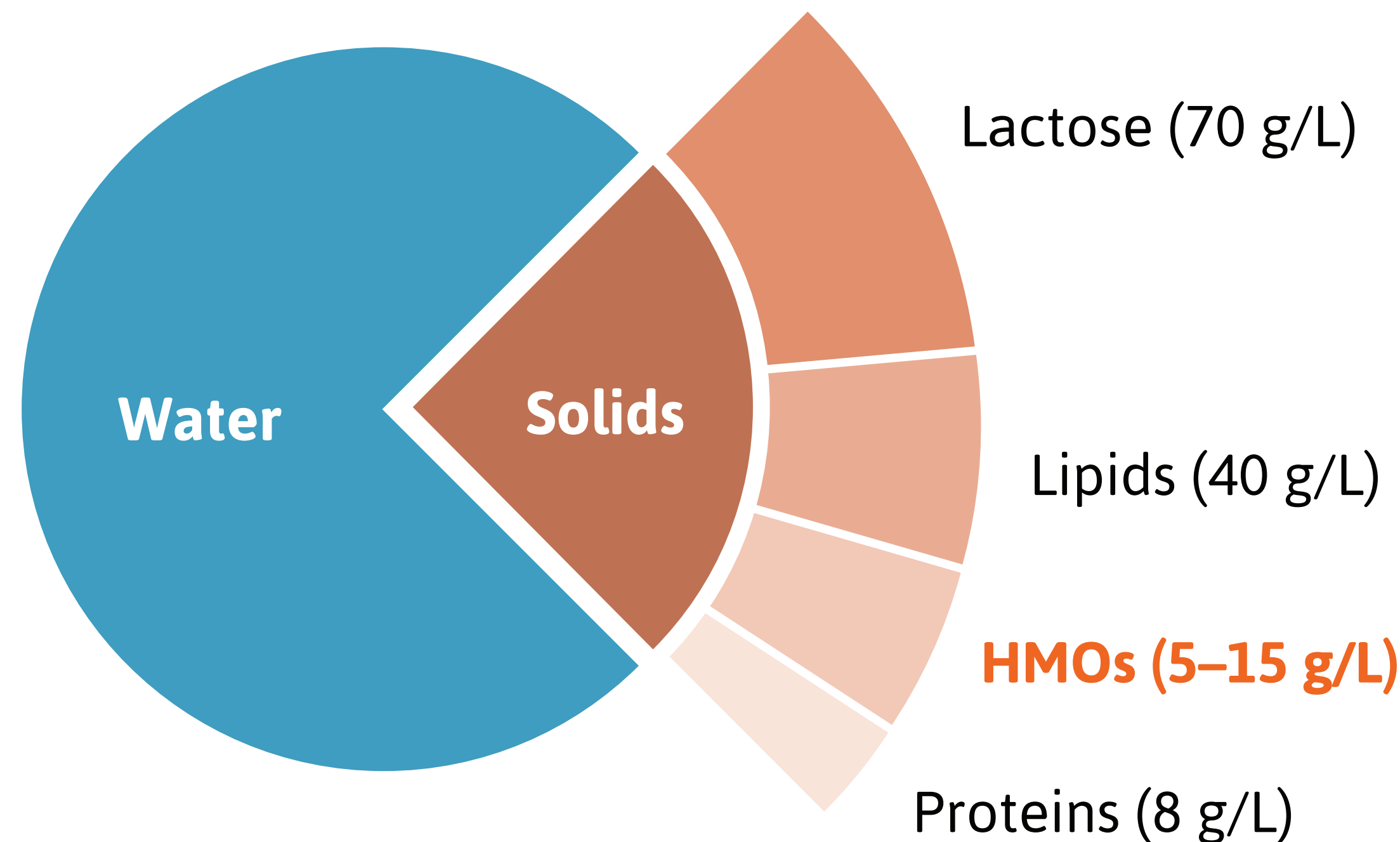
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Gerber® Good Start® GentlePro has 2'-FL HMO,*† structurally identical to the predominant HMO in breastmilk, to support digestive and immune health



HMOs are the third most abundant solid component in human breastmilk,^{1,2} of which **2'-FL is the predominant HMO**³⁻⁹ out of over 200 types identified^{10,11}



Demonstrated a trend
toward fewer infections¹³

Prebiotics found in other formulas, such as **FOS, GOS, and PDX**, are **NOT found in breastmilk** and are **structurally different** than HMOs¹²

*2'-FL HMO is available in Gerber® Good Start® GentlePro powdered infant formula only. †Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk. The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. FOS=Fructo-oligosaccharide. GOS=Galacto-oligosaccharide. PDX=Polydextrose.

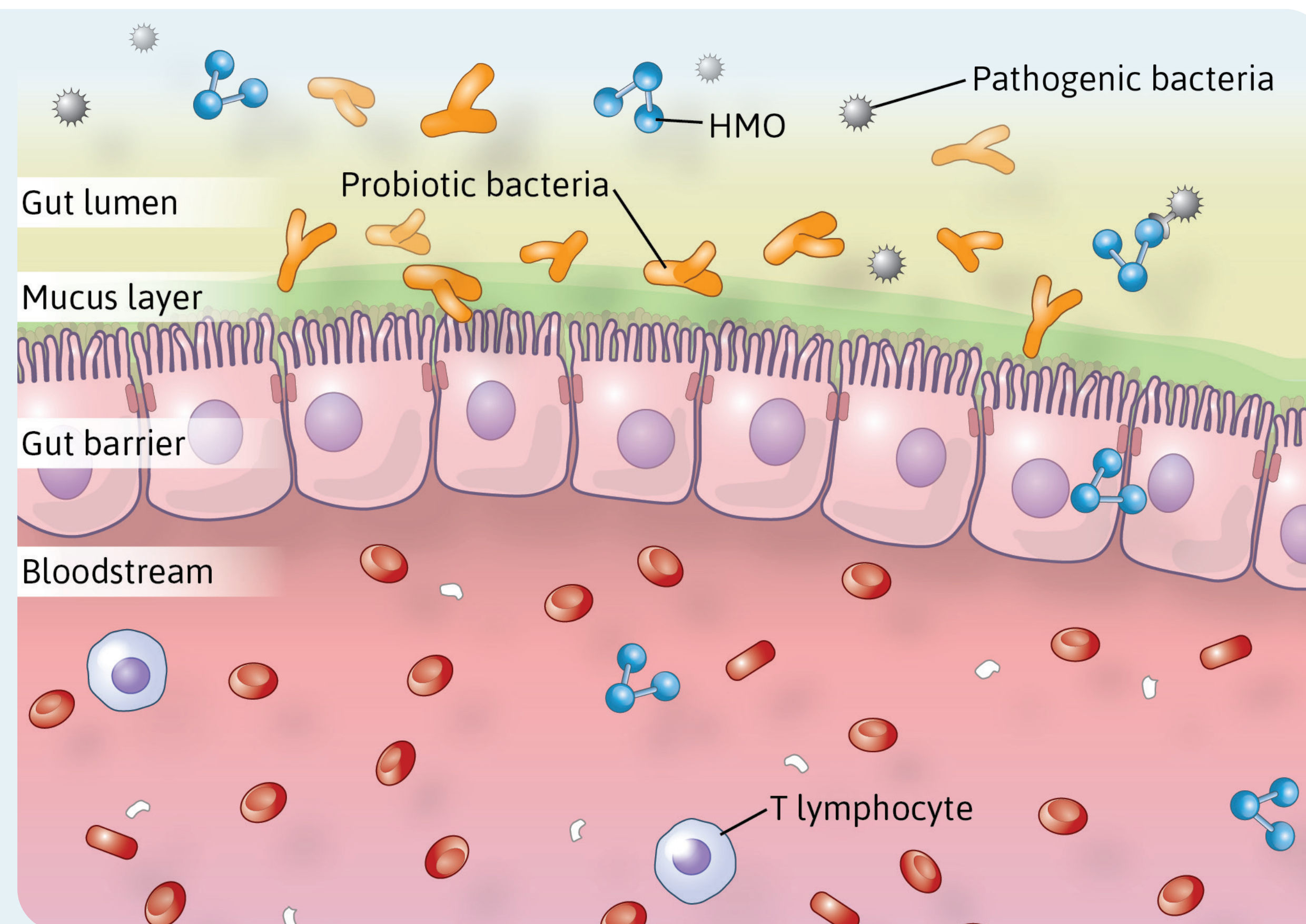


2'-FL HMO*†:

Structurally identical to the predominant HMO found in breastmilk

Helps balance the microbiota and support the immune system by^{2,3,14}:

- Selectively enhancing growth of good bacteria (prebiotic effect)
- Binding to pathogenic bacteria and thus reducing their adherence (decoy effect)
- Directly influencing cellular immunity as 1–2% is absorbed into the bloodstream (immune effect)



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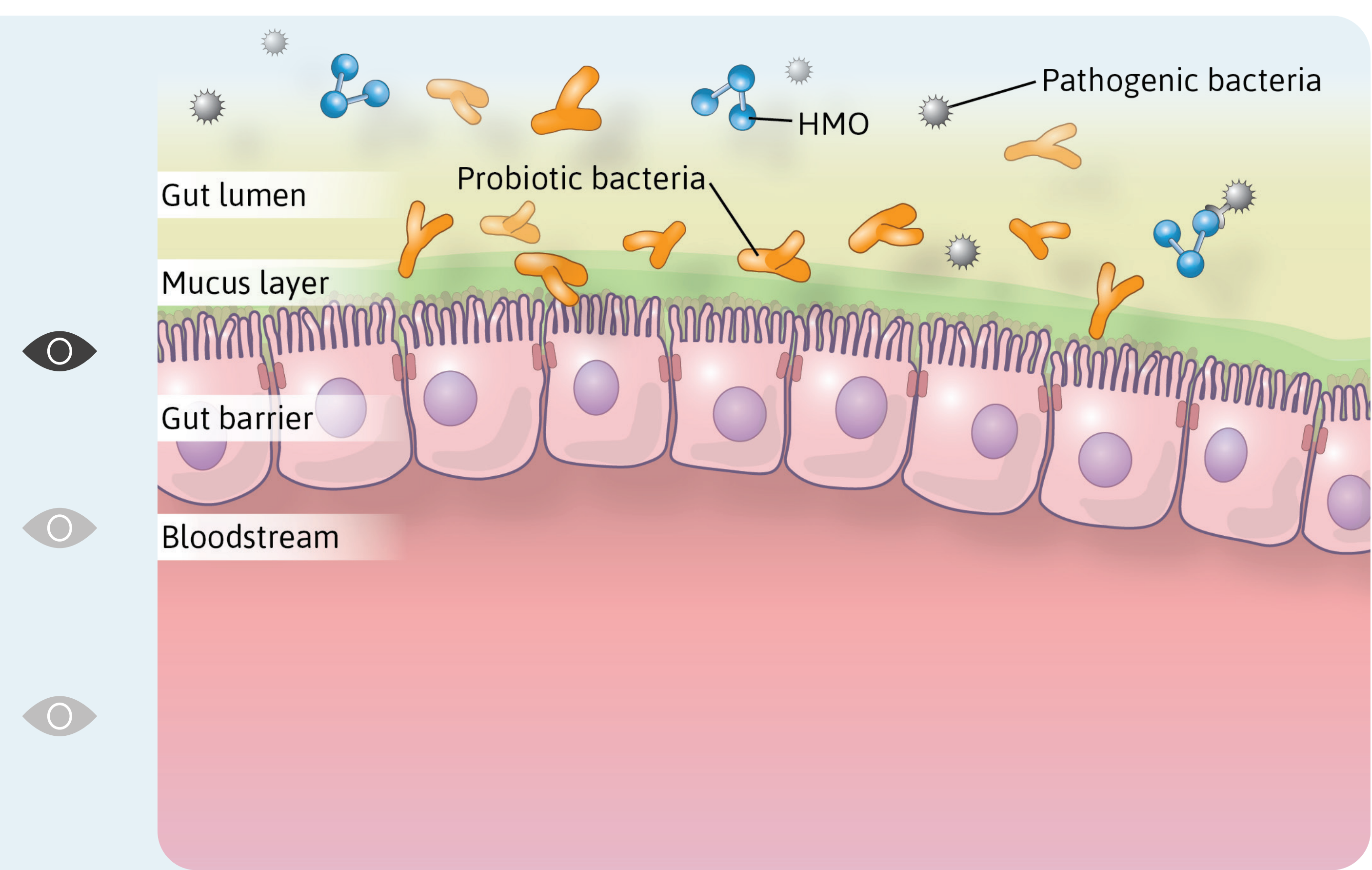


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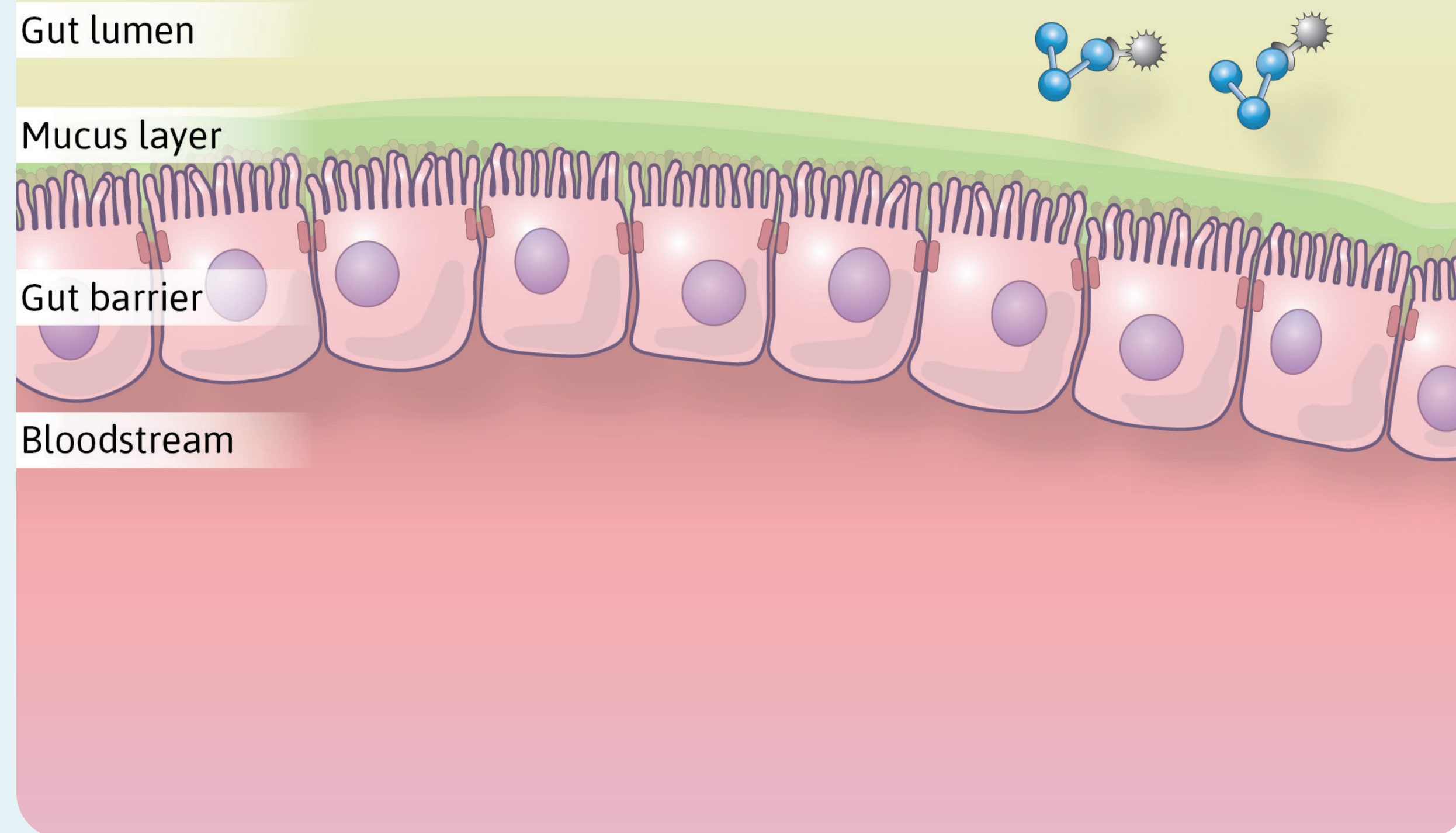


Gut lumen

Mucus layer

Gut barrier

Bloodstream



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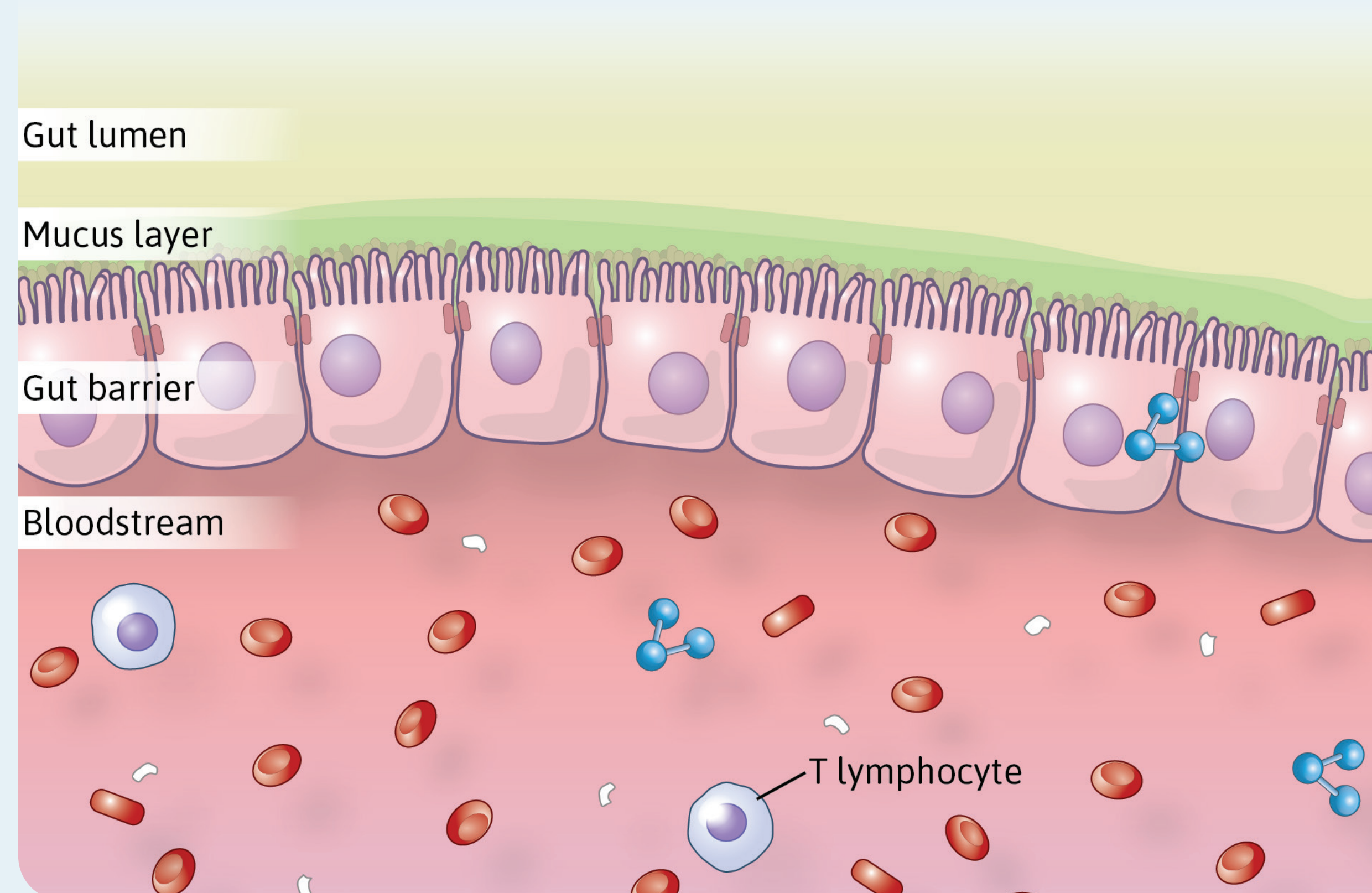


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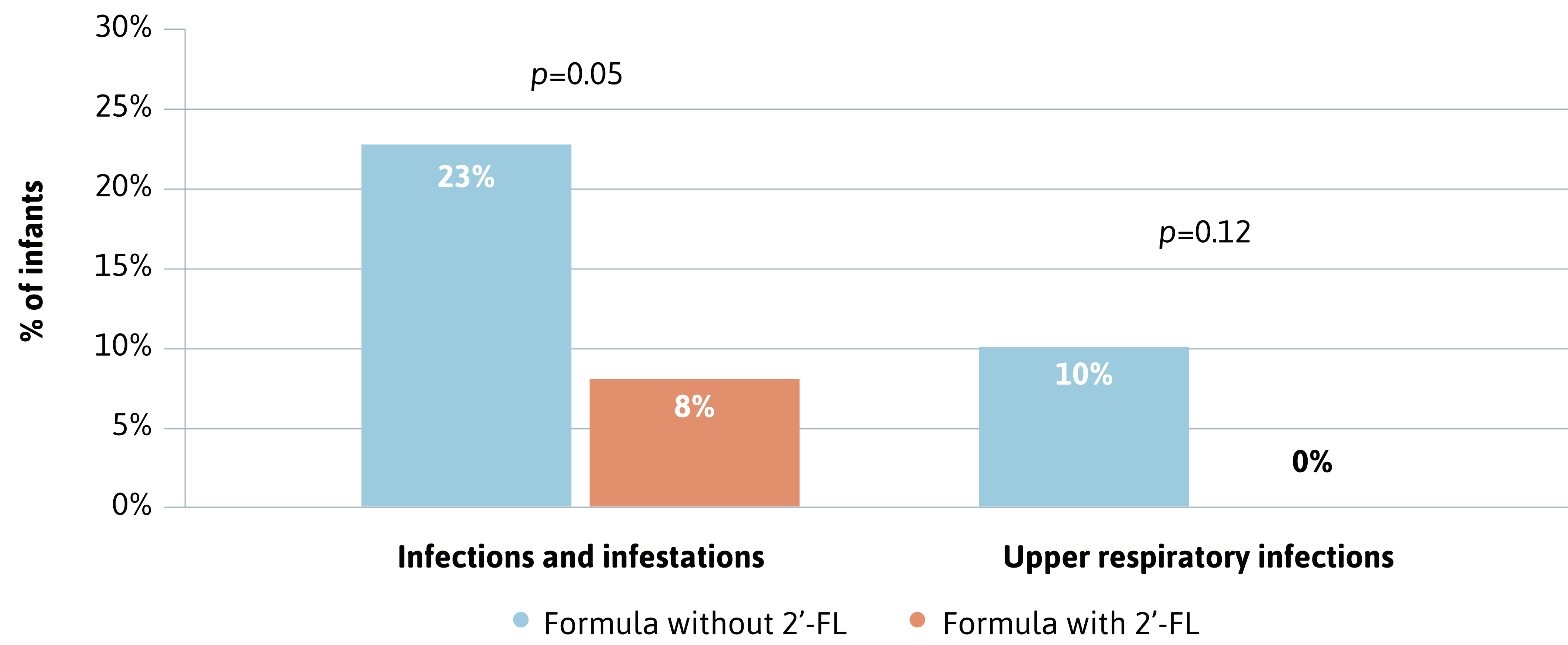
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Gerber® Good Start® GentlePro with 2'-FL HMO*† demonstrated a trend toward fewer infections



Prebiotics found in other formulas, such as **FOS, GOS, and PDX**, are **NOT found in breastmilk** and are **structurally different** than HMOs¹²

Adapted from Storm et al, 2019.¹³ *2'-FL HMO is available in Gerber® Good Start® GentlePro powdered infant formula only. †Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk and 2'-FL is the most abundant HMO found in breastmilk. The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide.


How does Gerber® Good Start® GentlePro compare to other infant formulas?

	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
100% whey protein- partially hydrolyzed	✓	?	?	?	?	?
Probiotic <i>B. lactis</i>	✓	?	?	?	?	?
2'-FL HMO	✓	?	?	?	?	?
70% lactose and 30% maltodextrin carbohydrate blend	✓	?	?	?	?	?
DHA level at 0.32% of total fat	✓	?	?	?	?	?

B. lactis=*Bifidobacterium lactis*. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.
Enfamil, NeuroPro, and Enspire are trademarks of Mead Johnson & Company. Similac, Pro-Advance, Pro-Total Comfort, and Pro-Sensitive are trademarks of Abbott Laboratories.




How does Gerber® Good Start® GentlePro compare to other infant formulas?

	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
+ 100% whey protein-partially hydrolyzed	✓	×	×	×	✓	×
+ Probiotic <i>B. lactis</i>	✓	×	×	×	×	×
+ 2'-FL HMO	✓	×	×	✓	✓	✓
+ 70% lactose and 30% maltodextrin carbohydrate blend	✓	×	×	×	×	×
+ DHA level at 0.32% of total fat	✓	✓	✓	×	×	×

*Compared to intact cow's milk protein formula. †Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.
 ‡Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk.
 The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.
B. lactis=*Bifidobacterium lactis*. IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.
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How does Gerber® Good Start® GentlePro compare to other infant formulas?

	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
- 100% whey protein-partially hydrolyzed	100% whey protein-partially hydrolyzed is easy to digest and clinically shown to:	60:40 whey:casein intact protein	60:40 whey:casein intact protein	48:52 whey:casein intact protein	100% whey protein-partially hydrolyzed	18:82 whey:casein intact protein
+ Probiotic <i>B. lactis</i>	• Deliver gastric emptying similar to breastmilk at 30 minutes	×	×	×	×	×
+ 2'-FL HMO	• Promote softer stools*	×	×	✓	✓	✓
+ 70% lactose and 30% maltodextrin carbohydrate blend	• Reduces the risk of developing atopic dermatitis	×	×	×	×	×
+ DHA level at 0.32% of total fat		✓	✓	×	×	×

*Compared to intact cow's milk protein formula. †Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.
‡Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk.
The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.
B. lactis=*Bifidobacterium lactis*. IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.
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How does Gerber® Good Start® GentlePro compare to other infant formulas?


	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
+ 100% whey protein-partially hydrolyzed	Only routine infant formula with probiotic <i>B. lactis</i>,[†] clinically shown to promote a balanced microbiota and help support the developing immune system by: <ul style="list-style-type: none">• Increasing bifidobacteria levels• Increasing secretory IgA, a key antibody	×	×	×	✓	×
- Probiotic <i>B. lactis</i>		No probiotic	No probiotic	No probiotic	No probiotic	No probiotic
+ 2'-FL HMO		×	×	✓	✓	✓
+ 70% lactose and 30% maltodextrin carbohydrate blend		×	×	×	×	×
+ DHA level at 0.32% of total fat		✓	✓	×	×	×

*Compared to intact cow's milk protein formula. [†]Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.
[‡]Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk.
The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.
B. lactis=*Bifidobacterium lactis*. IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.
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How does Gerber® Good Start® GentlePro compare to other infant formulas?




	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
+ 100% whey protein-partially hydrolyzed	Our 2'-FL HMO ^{†‡} is structurally identical to the predominant HMO in breastmilk to support digestive and immune health	×	×	×	✓	×
+ Probiotic <i>B. lactis</i>		×	×	×	×	×
- 2'-FL HMO		No HMO	No HMO	2'-FL HMO	2'-FL HMO	2'-FL HMO
+ 70% lactose and 30% maltodextrin carbohydrate blend		×	×	×	×	×
+ DHA level at 0.32% of total fat		✓	✓	×	×	×



*Compared to intact cow's milk protein formula. †Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.
 ‡Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk.
 The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.
B. lactis=*Bifidobacterium lactis*. IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.
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How does Gerber® Good Start® GentlePro compare to other infant formulas?

	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
+ 100% whey protein-partially hydrolyzed	70% lactose to help ease fussiness and gas, and 30% maltodextrin	×	×	×	✓	×
+ Probiotic <i>B. lactis</i>		×	×	×	×	×
+ 2'-FL HMO		×	×	✓	✓	✓
- 70% lactose and 30% maltodextrin carbohydrate blend		100% lactose	100% lactose	100% lactose	43% sugar 53% maltodextrin	43% sugar 53% corn syrup
+ DHA level at 0.32% of total fat		✓	✓	×	×	×

*Compared to intact cow's milk protein formula. †Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.
‡Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk.
The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.
B. lactis=*Bifidobacterium lactis*. IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.
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How does Gerber® Good Start® GentlePro compare to other infant formulas?

	 Gerber® Good Start® GentlePro	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
+ 100% whey protein-partially hydrolyzed		×	×	×	✓	×
+ Probiotic <i>B. lactis</i>		×	×	×	×	×
+ 2'-FL HMO		×	×	✓	✓	✓
+ 70% lactose and 30% maltodextrin carbohydrate blend		×	×	×	×	×
- DHA level at 0.32% of total fat	0.32% of total fat to support brain and eye development	0.32%	0.32%	0.15%	0.15%	0.15%

*Compared to intact cow's milk protein formula. †Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.
‡Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk.
The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk.
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Recommend Gerber® Good Start® GentlePro, specially designed to be his first and only infant formula

Advanced blend of three key ingredients for digestive and immune health



Also with **DHA** to support
brain and eye development

- ✓ **100% whey protein-partially hydrolyzed**, clinically shown to:
 - Deliver gastric emptying similar to breastmilk at 30 minutes 🖐️
 - Promote softer stools* 🖐️
 - May help reduce the risk of developing atopic dermatitis
- ✓ **Probiotic *B. lactis*,[†]** clinically shown to promote a balanced microbiota and help support the developing immune system by:
 - Increasing bifidobacteria levels 🖐️
 - Increasing secretory IgA, a key antibody 🖐️
- ✓ **2'-FL HMO,[‡]** structurally identical to the predominant HMO in breastmilk to support digestive and immune health
 - Demonstrated a trend toward fewer infections 🖐️

*Compared to intact cow's milk protein formula. [†]Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.

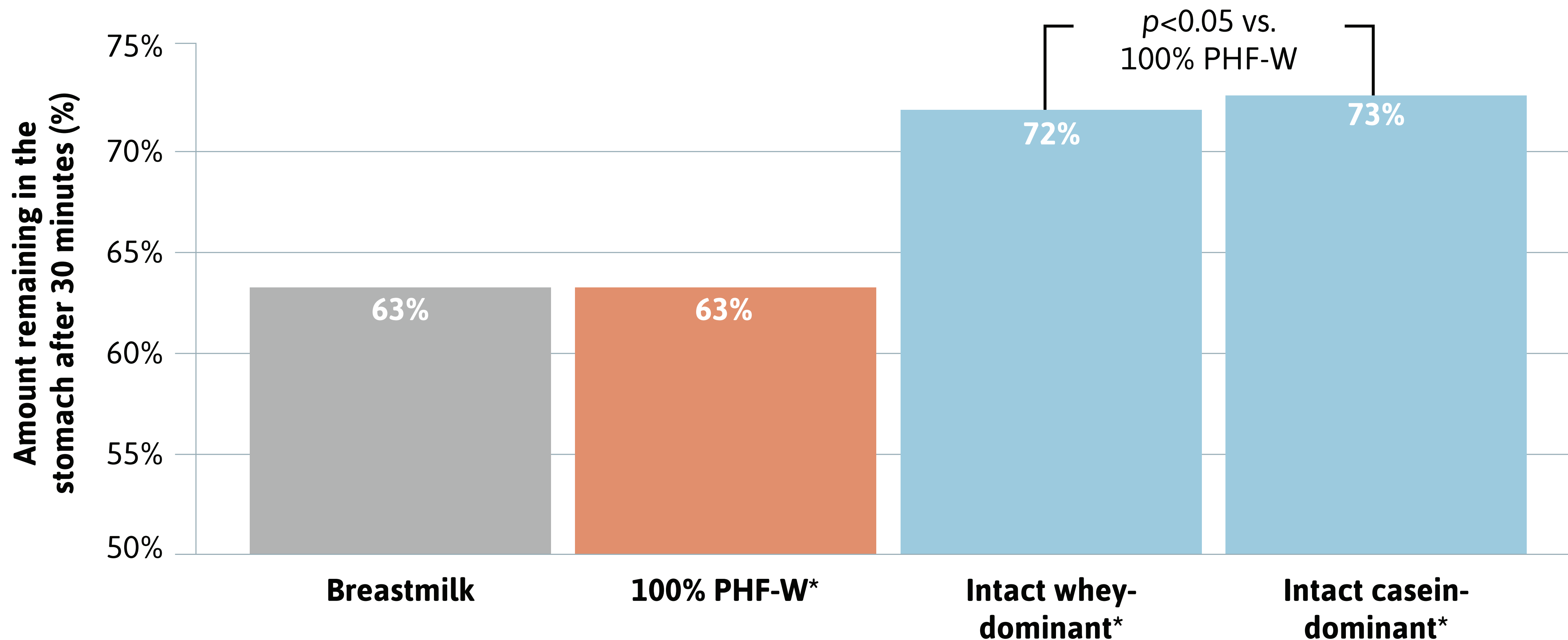
[‡]Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk. The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk. *B. lactis*=*Bifidobacterium lactis*.

IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide.

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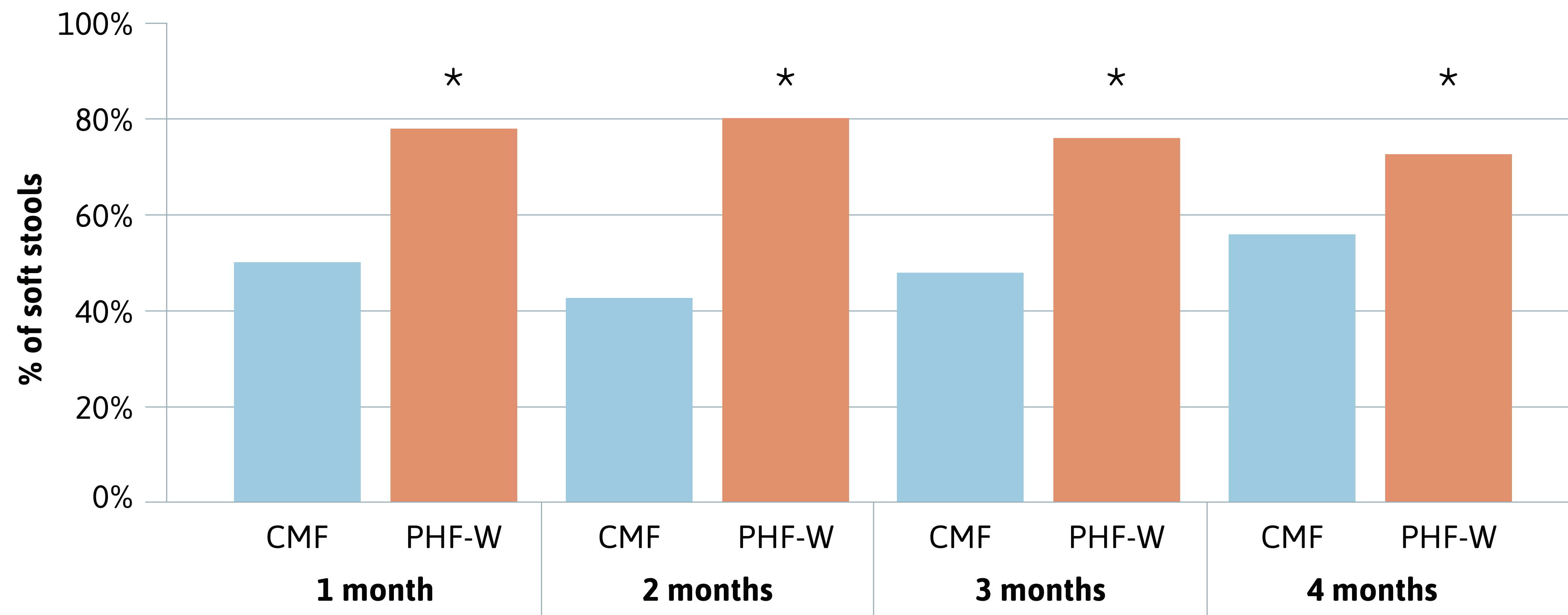
Gerber® Good Start® GentlePro, made with 100% whey protein-partially hydrolyzed, has been clinically shown to deliver gastric emptying similar to breastmilk at 30 minutes



Gerber® Good Start® GentlePro is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

Adapted from Billeaud et al, 1990.¹ *Formula composition commercially available at time of study. 100% PHF-W=100% whey protein-partially hydrolyzed formula.

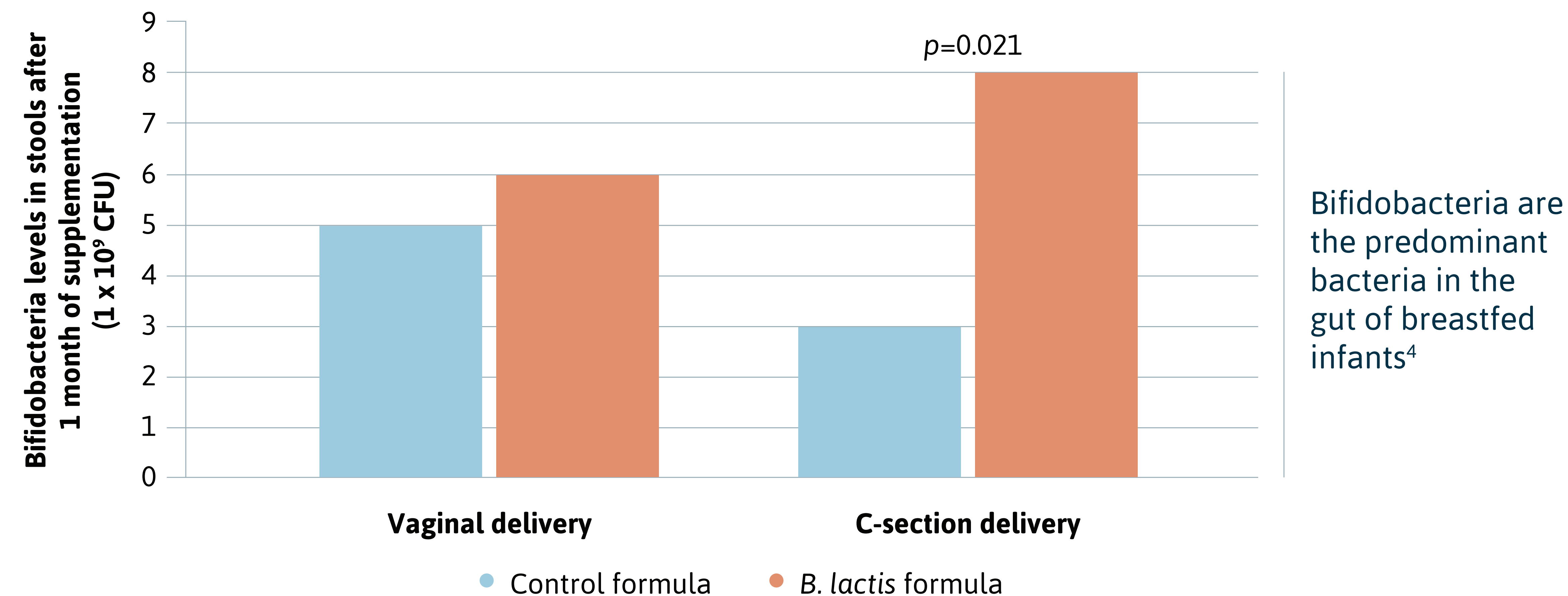
Gerber® Good Start® GentlePro, made with 100% whey protein-partially hydrolyzed, has been clinically shown to promote softer stools



Gerber® Good Start® GentlePro is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

Adapted from Czerkies et al, 2018.² * $p < 0.003$. CMF=Intact cow's milk protein formula. PHF-W=100% whey protein-partially hydrolyzed formula.

ONLY* Gerber® Good Start® GentlePro has
probiotic *B. lactis*,† which has been clinically
shown to increase bifidobacteria levels in stools

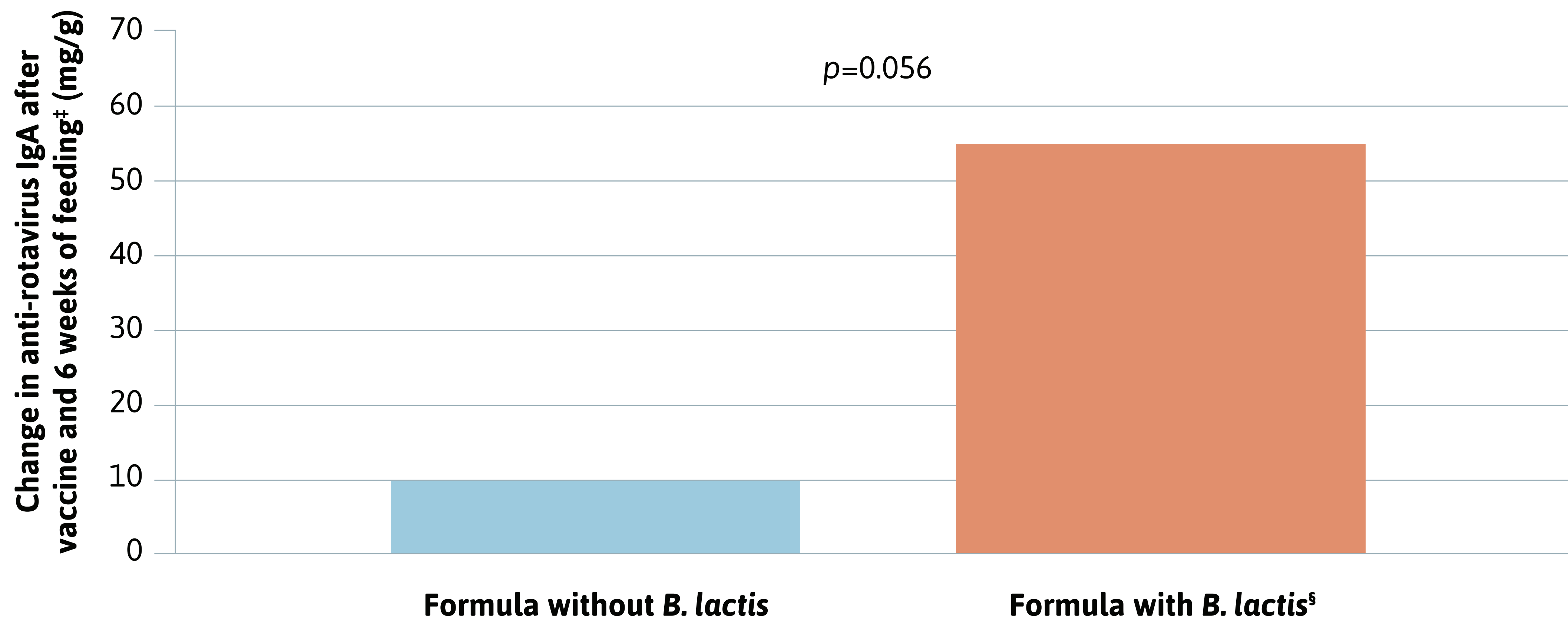


No other routine formulas have a probiotic,
including those from Enfamil® and Similac®‡

Adapted from Yuniaty et al, 2013.³ *Only routine infant formula. †Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. *B. lactis*=*Bifidobacterium lactis*.

‡Other routine formulas include Enfamil NeuroPro™, Enfamil® Enspire™, Similac Pro-Advance®, Similac Pro-Total Comfort™, and Similac Pro-Sensitive®. Enfamil, NeuroPro, and Enspire are trademarks of Mead Johnson & Company. Similac, Pro-Advance, Pro-Total Comfort, and Pro-Sensitive are trademarks of Abbott Laboratories.

ONLY* Gerber® Good Start® GentlePro has
probiotic *B. lactis*,† which has been clinically
shown to increase vaccine-specific secretory IgA



No other routine formulas have a probiotic,
including those from Enfamil® and Similac®||

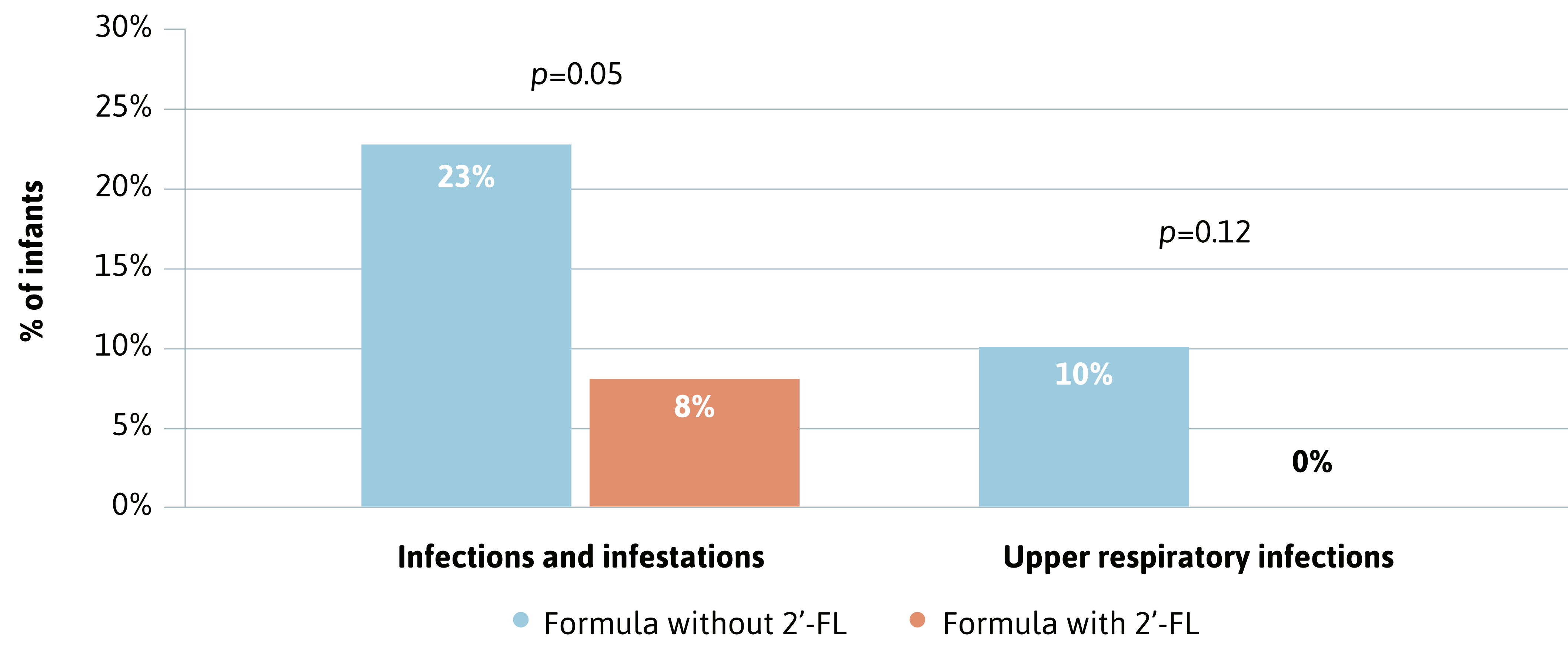
Adapted from Holscher et al, 2012.⁵ *Only routine infant formula. †Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. ‡In C-section-delivered, formula-fed infants.

§Formula studied was Gerber® Good Start® GentlePro without human milk oligosaccharide. *B. lactis*=*Bifidobacterium lactis*. IgA=Immunoglobulin A.

||Other routine formulas include Enfamil NeuroPro™, Enfamil® Enspire™, Similac Pro-Advance®, Similac Pro-Total Comfort™, and Similac Pro-Sensitive®.

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Prebiotics found in other formulas, such as **FOS, GOS, and PDX**, are **NOT found in breastmilk** and are **structurally different** than HMOs¹²

Adapted from Storm et al, 2019.⁶ *2'-FL HMO is available in Gerber® Good Start® GentlePro powdered infant formula only. †Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk and 2'-FL is the most abundant HMO found in breastmilk. The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide.