



150  
years of  
innovation

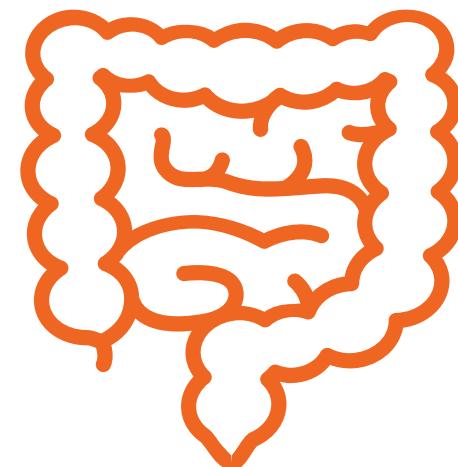


Specially designed to be his  
first and only  
infant formula



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 digest<sup>1</sup>
- Fast gastric emptying<sup>2</sup>
- Promotes soft stools<sup>3</sup>
- Balances the microbiota<sup>4</sup>
- Has bifidobacteria, the predominant bacteria in the gut of breastfed infants<sup>5</sup>



## Immune benefits

- Reduces the risk of allergies<sup>6</sup>
- Provides key antibodies (IgA)<sup>7</sup>
- Has 2'-FL HMO\* that directly influences cellular immunity<sup>8</sup>

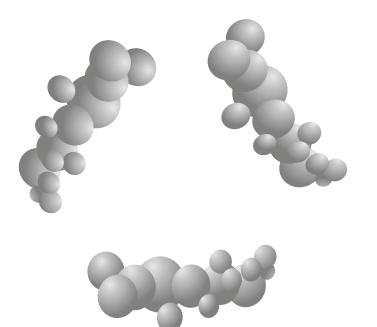
Helping moms to continue any amount of breastmilk is ideal<sup>9</sup>

\*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



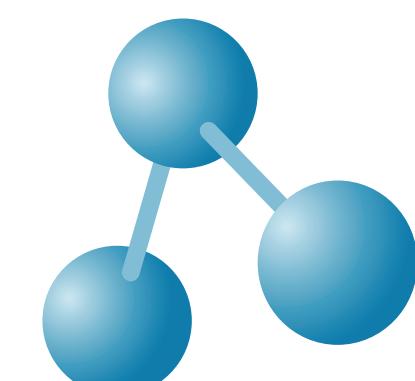
## 100% whey protein-partially hydrolyzed

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

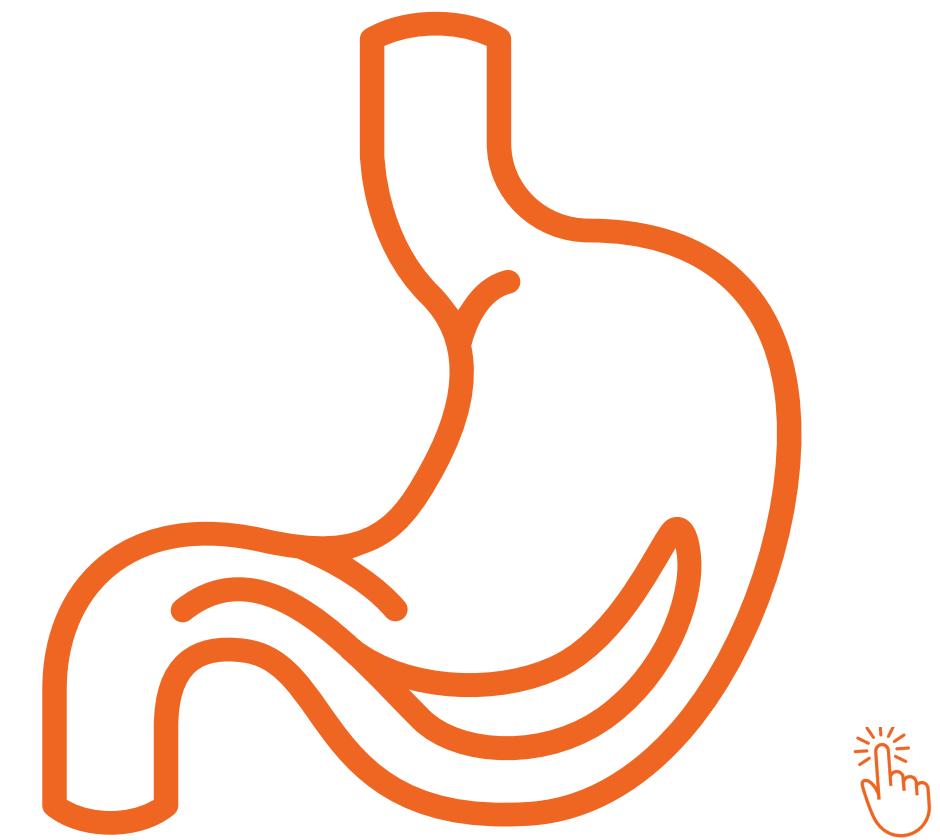


## 2'-Fucosyllactose (2'-FL) HMO\*†

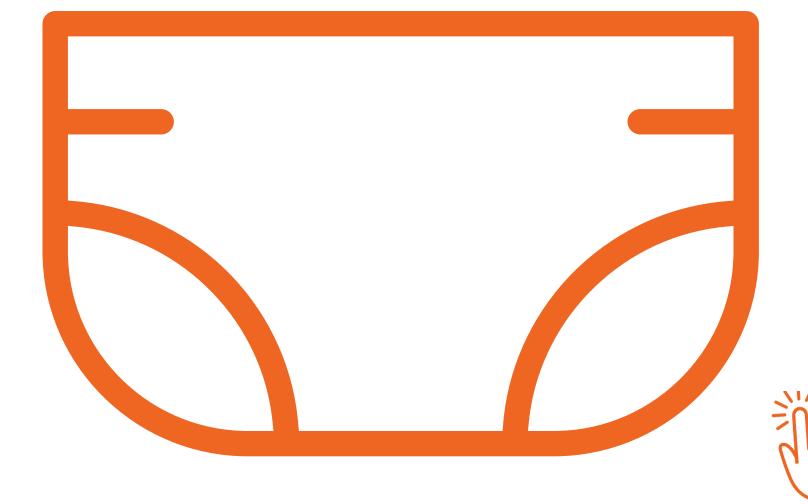
Structurally identical to the predominant HMO found in breastmilk to support digestive and immune health

\*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 minutes<sup>1</sup>



Clinically shown to  
promote softer stools<sup>2</sup>

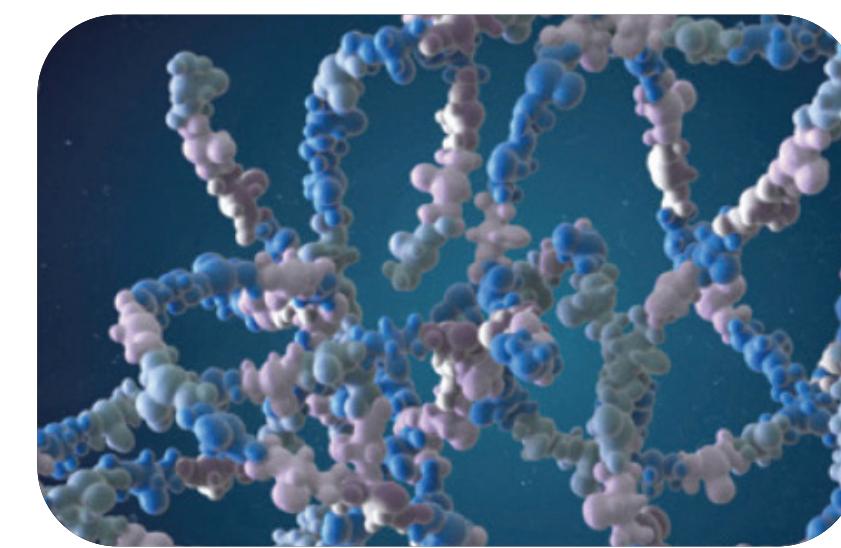
**Gerber® Good Start® GentlePro** is the **ONLY** routine formula made with  
100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process



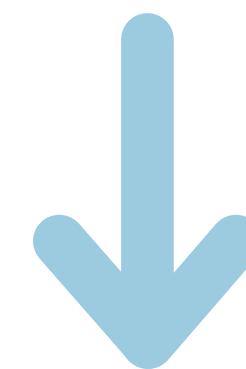
# Gerber® Good Start® GentlePro is made with 100% whey protein-partially hydrolyzed, a high quality protein that is easy to digest

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

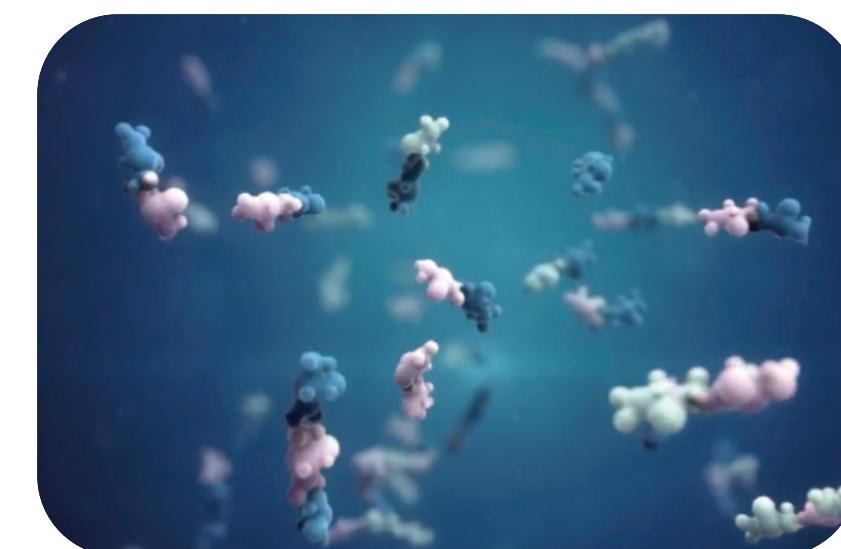
- Promotes softer stools<sup>3\*</sup>
- Clinically shown to deliver gastric emptying time similar to breastmilk at 30 minutes<sup>1</sup>
- May help reduce the risk of developing atopic dermatitis<sup>4</sup> 



**~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.<sup>4</sup> 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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**Von Berg A et al.**  
*J Allergy Clin Immunol*  
2003, 2007<sup>5,6</sup>

**Chan YH et al.**  
*J Pediatr Child Health*  
2002<sup>7</sup>

**Marini A et al.**  
*Acta Pediatr Suppl*  
1996<sup>8</sup>

**Vandenplas Y et al.**  
*Eur J Pediatr*  
1995<sup>9</sup>



- 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.<sup>4</sup> Food and Drug Administration (FDA) 2011.

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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.<sup>4</sup> Food and Drug Administration (FDA) 2011.

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**Vandenplas Y et al.**  
*Eur J Pediatr*  
1995<sup>9</sup>



- 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.<sup>4</sup> Food and Drug Administration (FDA) 2011.

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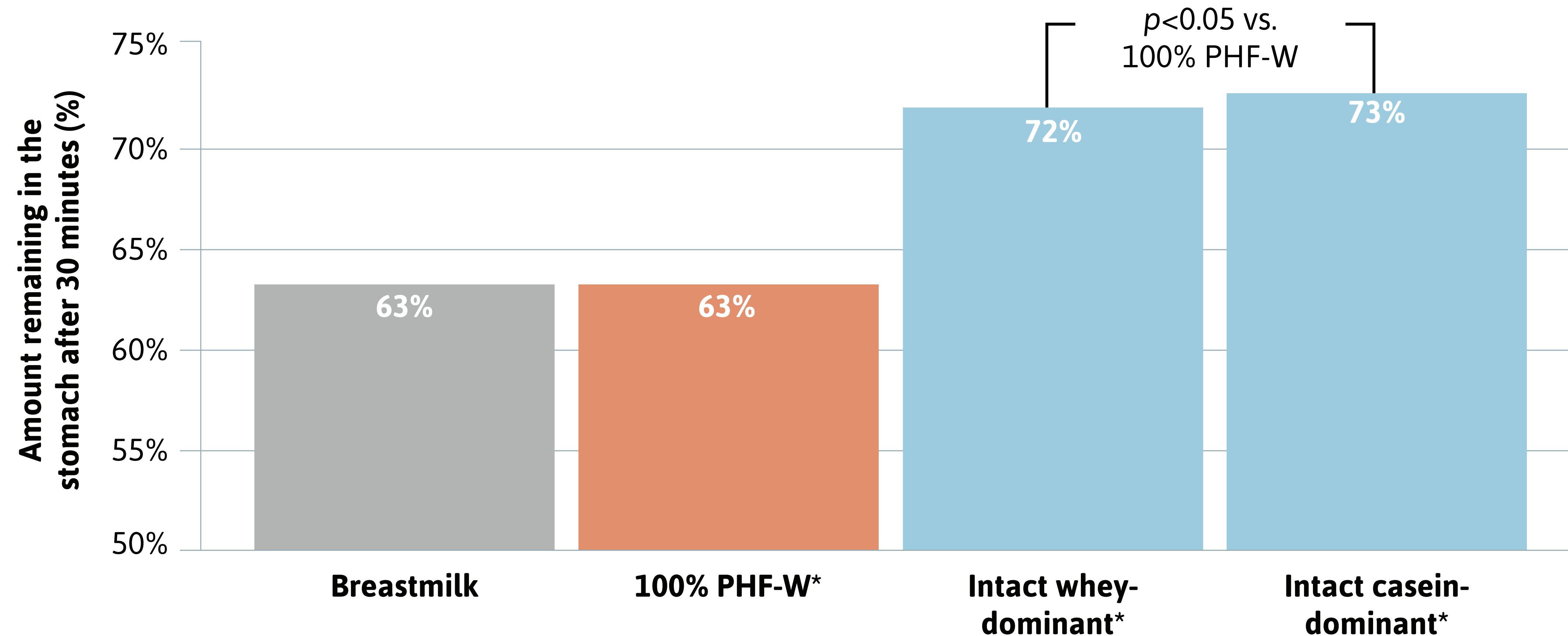
- Incidence of atopic symptoms (including atopic dermatitis) was significantly lower during the first 6 months of life for infants receiving 100% PHF-W compared to those receiving intact cow's milk protein formula
- 100% PHF-W in infants with a family history of allergy decreased the prevalence of atopic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

Adapted from Chung et al, 2012.<sup>4</sup> 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**

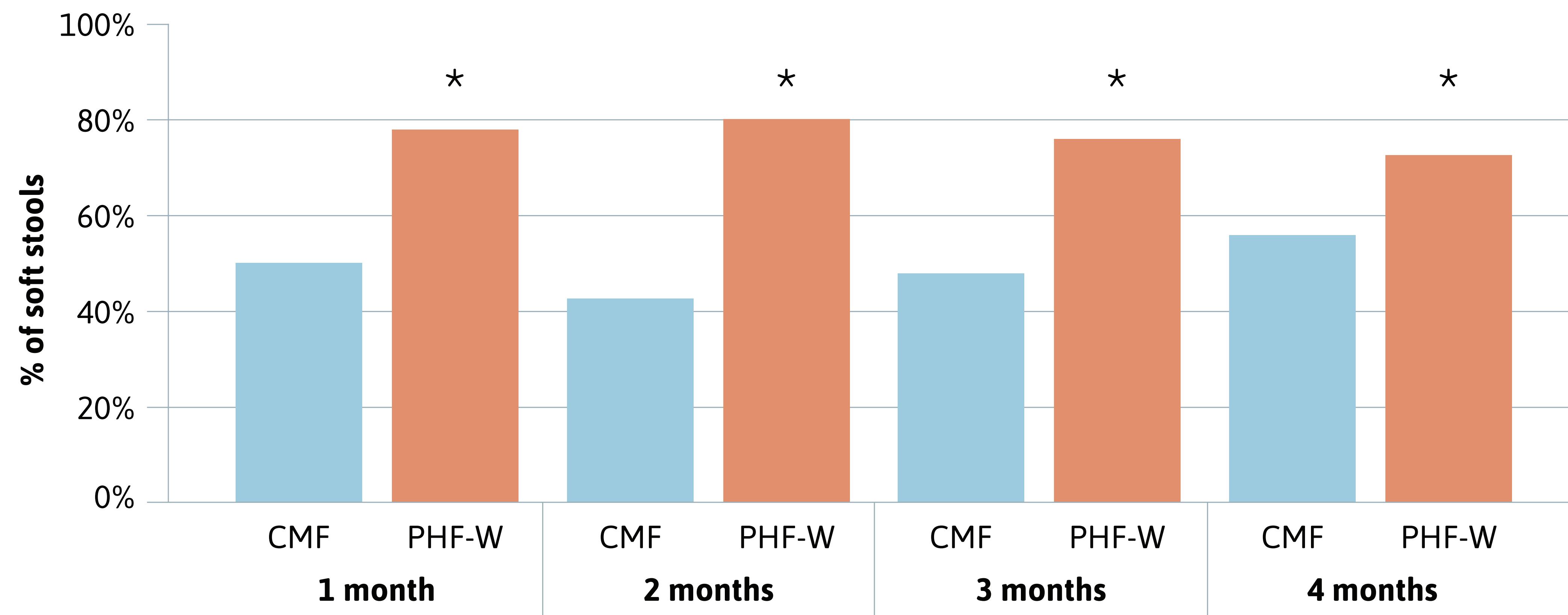


**Gerber® Good Start® GentlePro** is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

Adapted from Billeaud et al, 1990.<sup>1</sup> \*Formula composition commercially available at time of study. 100% PHF-W=100% whey protein-partially hydrolyzed formula.



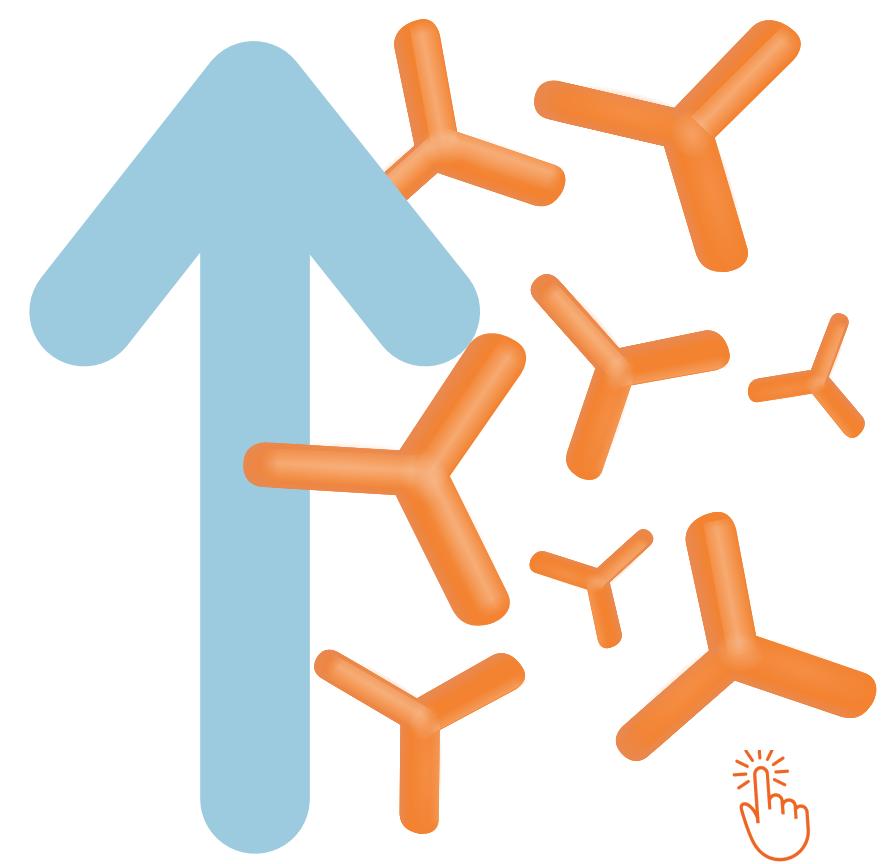
# Gerber® Good Start® GentlePro, made with 100% whey protein-partially hydrolyzed, has been clinically shown to promote softer stools



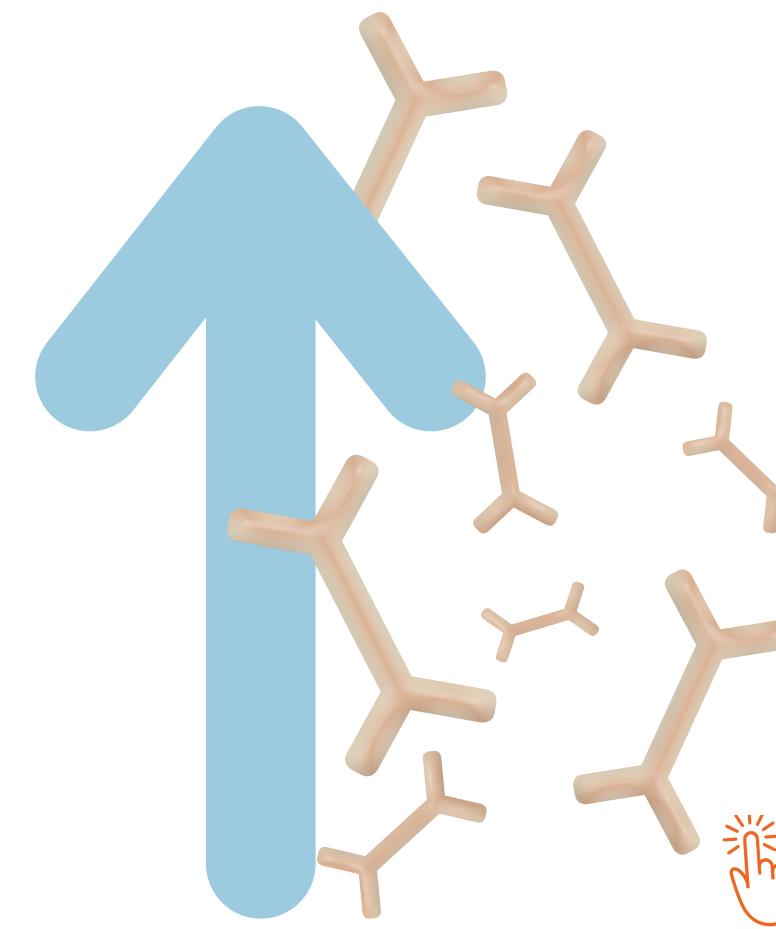
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Adapted from Czarkiewicz et al, 2018.<sup>2</sup> \*p<0.003. CMF=Intact cow's milk protein formula. PHF-W=100% whey protein-partially hydrolyzed formula.

# ONLY\* Gerber® Good Start® GentlePro has probiotic *B. lactis*<sup>†</sup> to promote a balanced microbiota and support the developing immune system



Clinically shown to  
increase bifidobacteria  
levels in stools<sup>1</sup>



Clinically shown to  
increase vaccine-specific  
secretory IgA<sup>2</sup>

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

\*Only routine infant formula. <sup>†</sup>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.

<sup>‡</sup>Other routine formulas include Enfamil NeuroPro™, Enfamil® Enspire™, Similac Pro-Advance®, Similac Pro-Total Comfort™, and Similac Pro-Sensitive®.

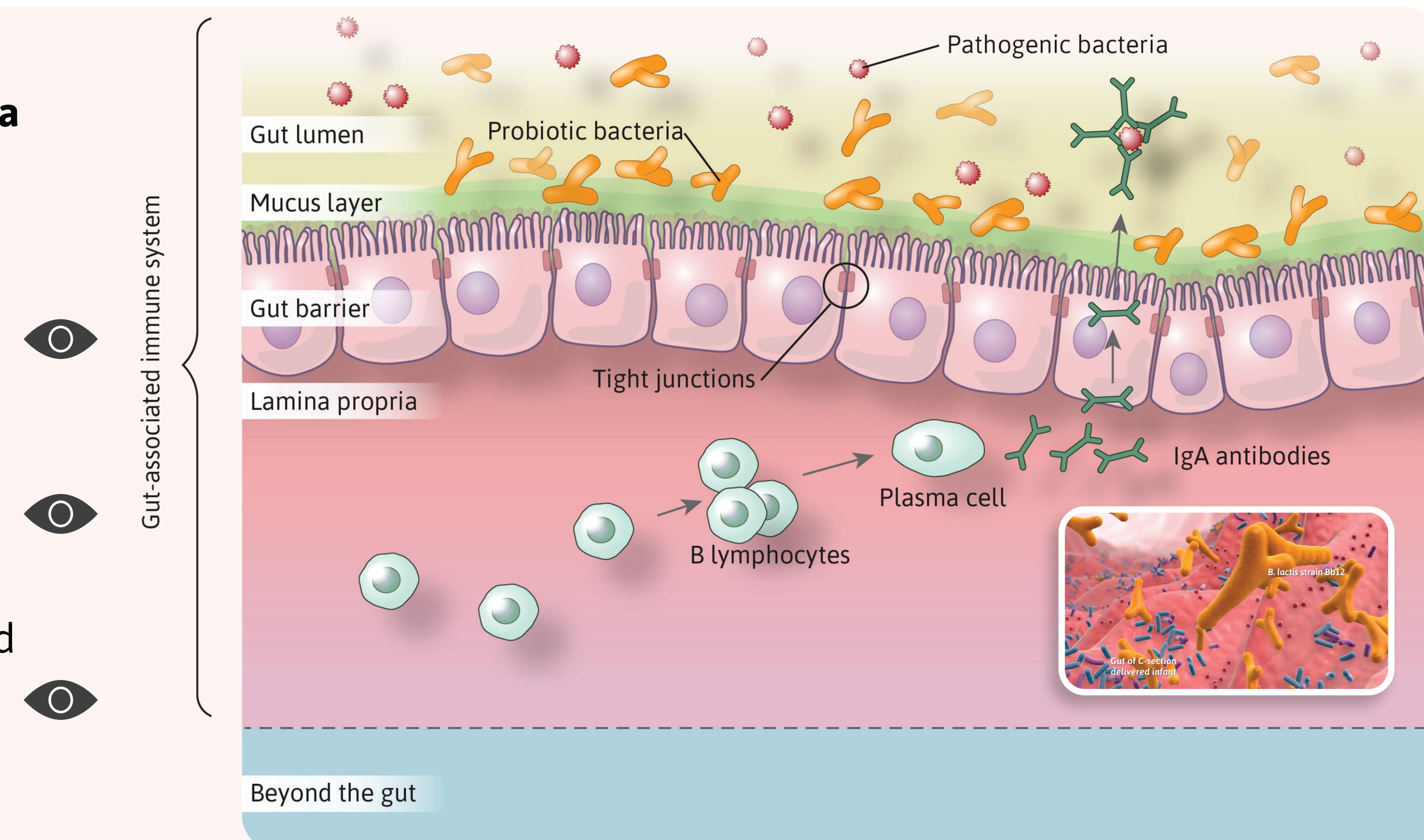
Enfamil, NeuroPro, and Enspire are trademarks of Mead Johnson & Company. Similac, Pro-Advance, Pro-Total Comfort, and Pro-Sensitive are trademarks of Abbott Laboratories.



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

**Helps balance the microbiota  
and support the developing  
immune system by<sup>3-6</sup>:**

- 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



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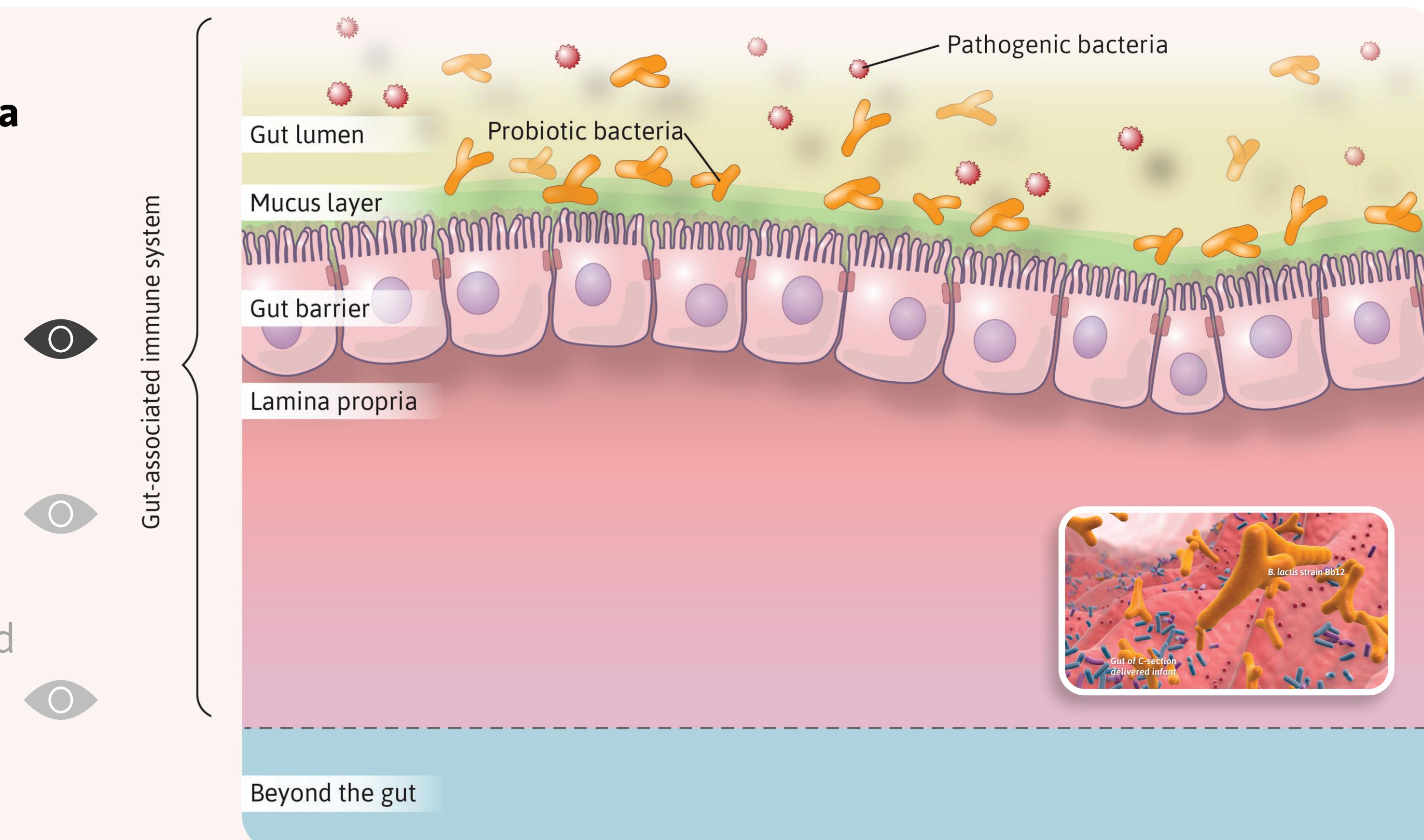
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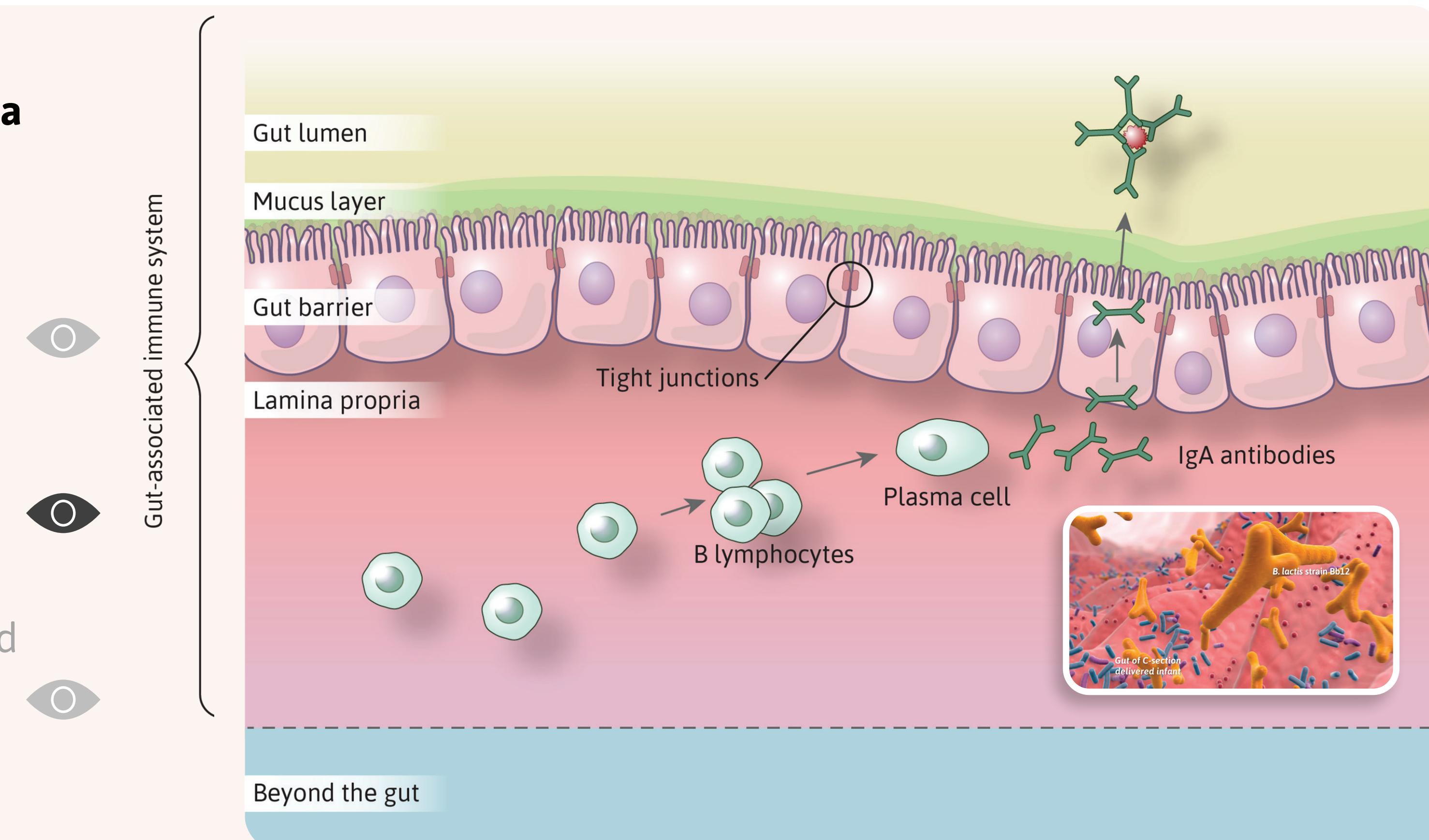
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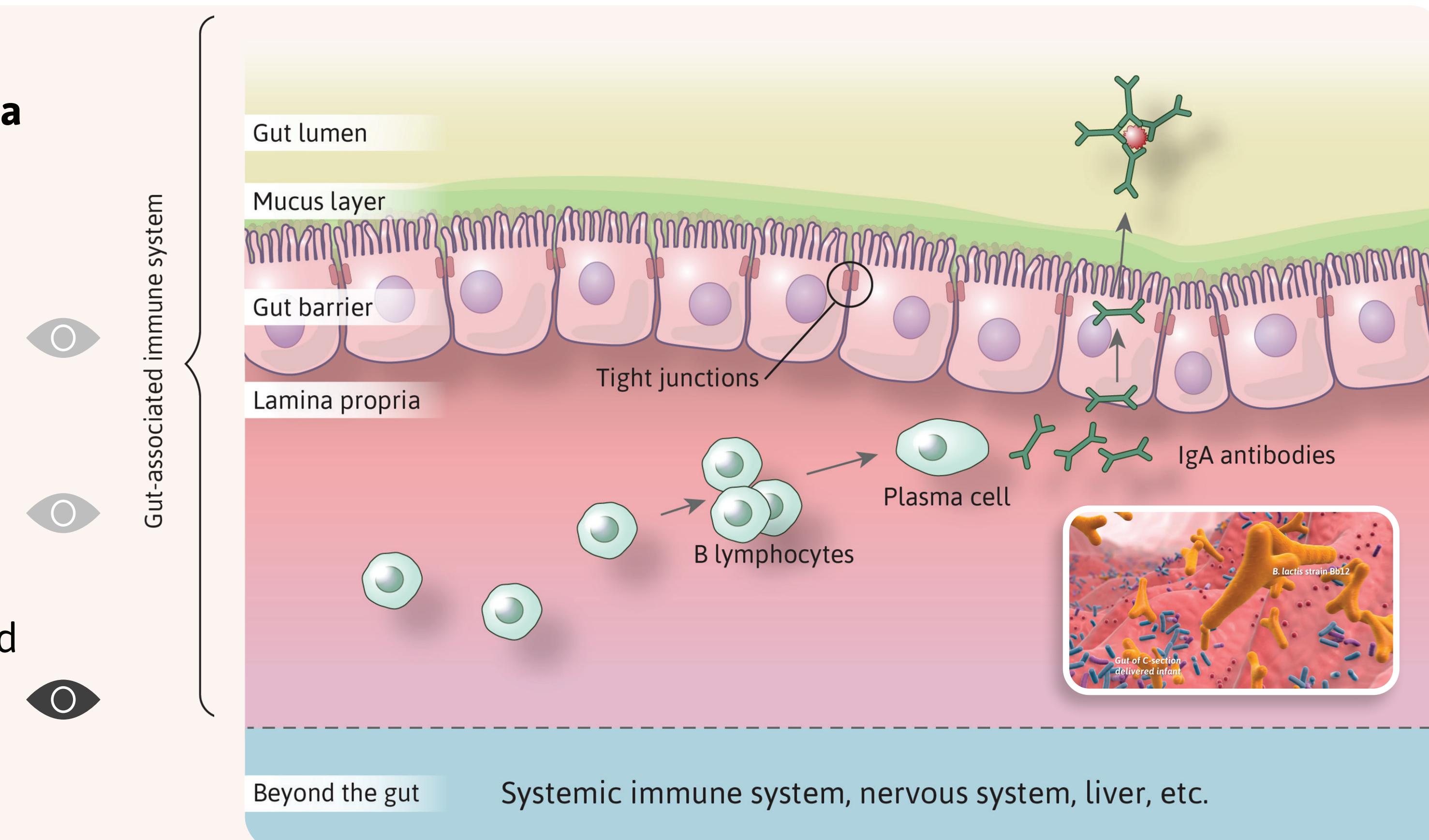
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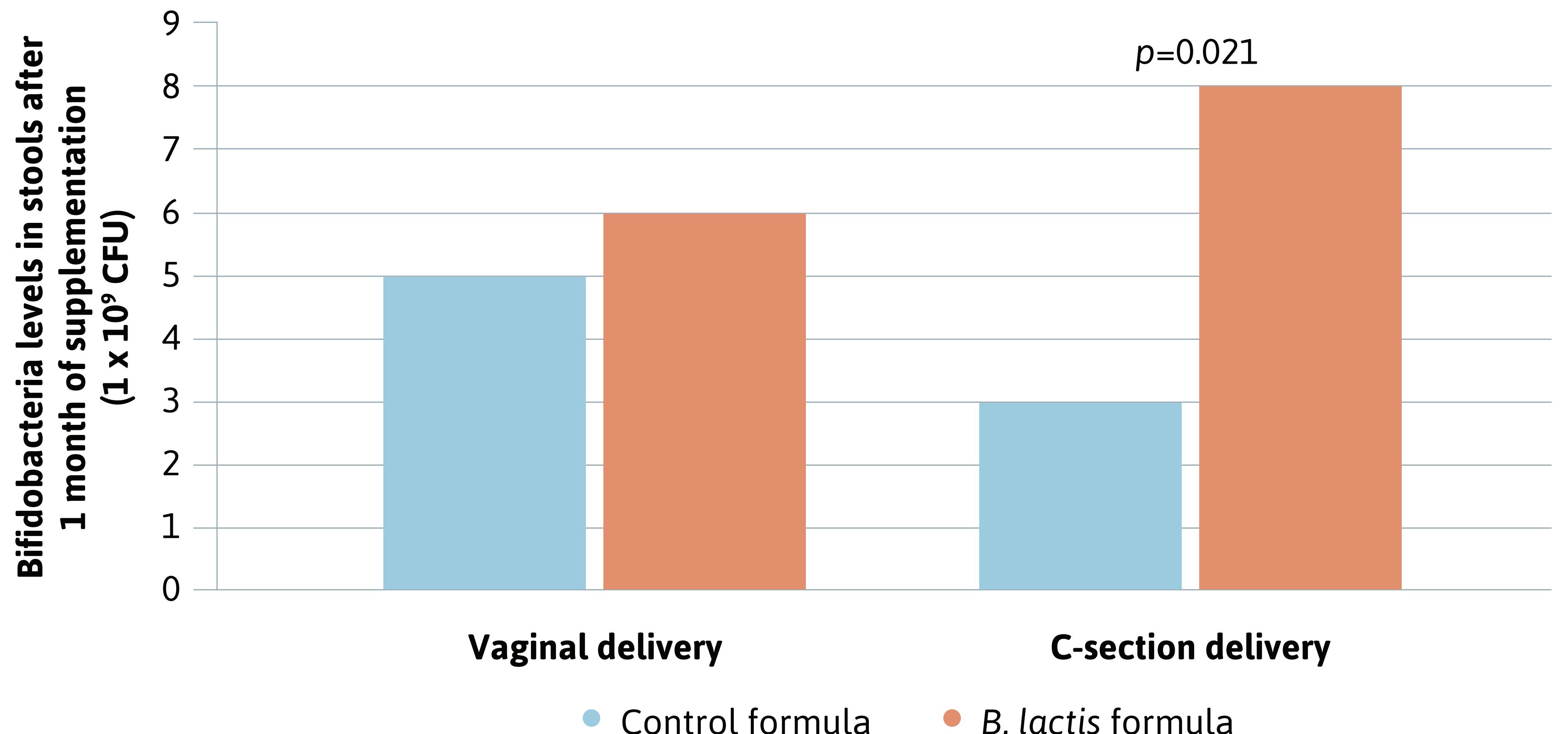
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**ONLY\* Gerber® Good Start® GentlePro has probiotic *B. lactis*,† which has been clinically shown to increase bifidobacteria levels in stools**



Bifidobacteria are the predominant bacteria in the gut of breastfed infants<sup>7</sup>

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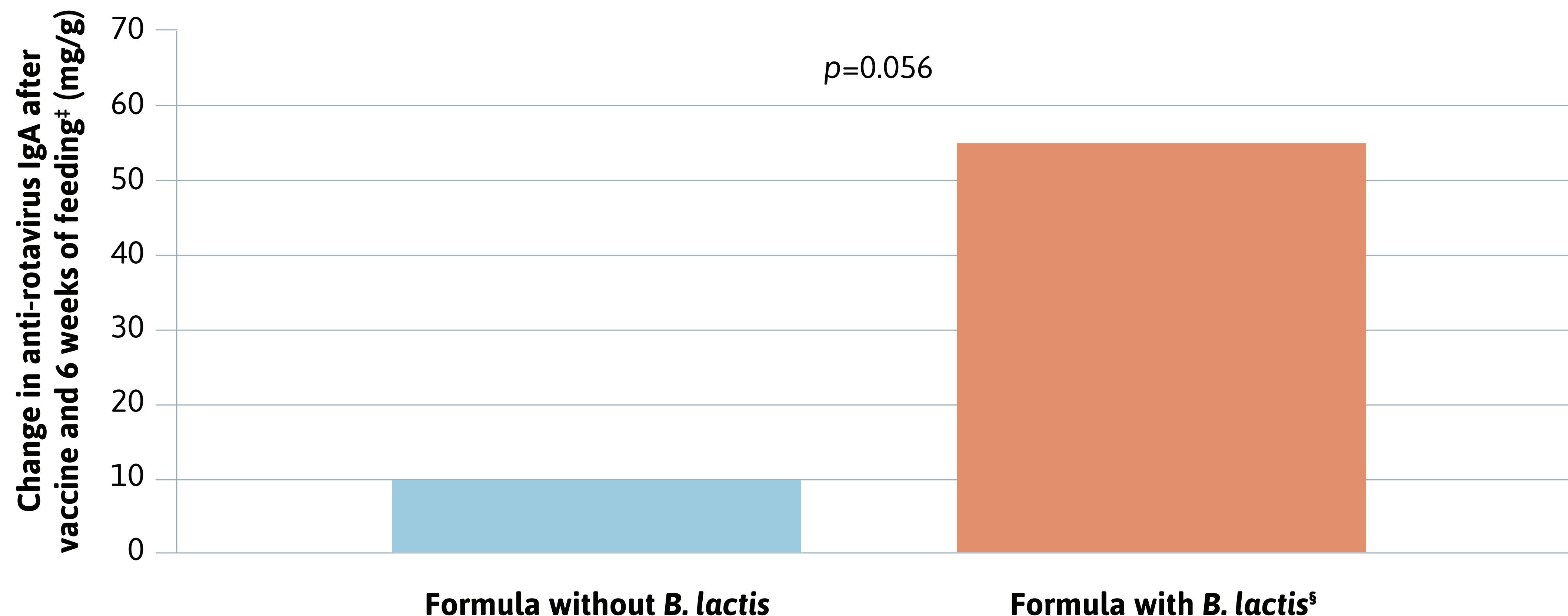
Adapted from Yuniaty et al, 2013.<sup>1</sup> \*Only routine infant formula. <sup>†</sup>Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. *B. lactis*=*Bifidobacterium lactis*.

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Adapted from Holscher et al, 2012.<sup>2</sup> \*Only routine infant formula. <sup>†</sup>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. <sup>#</sup>In C-section-delivered, formula-fed infants.

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

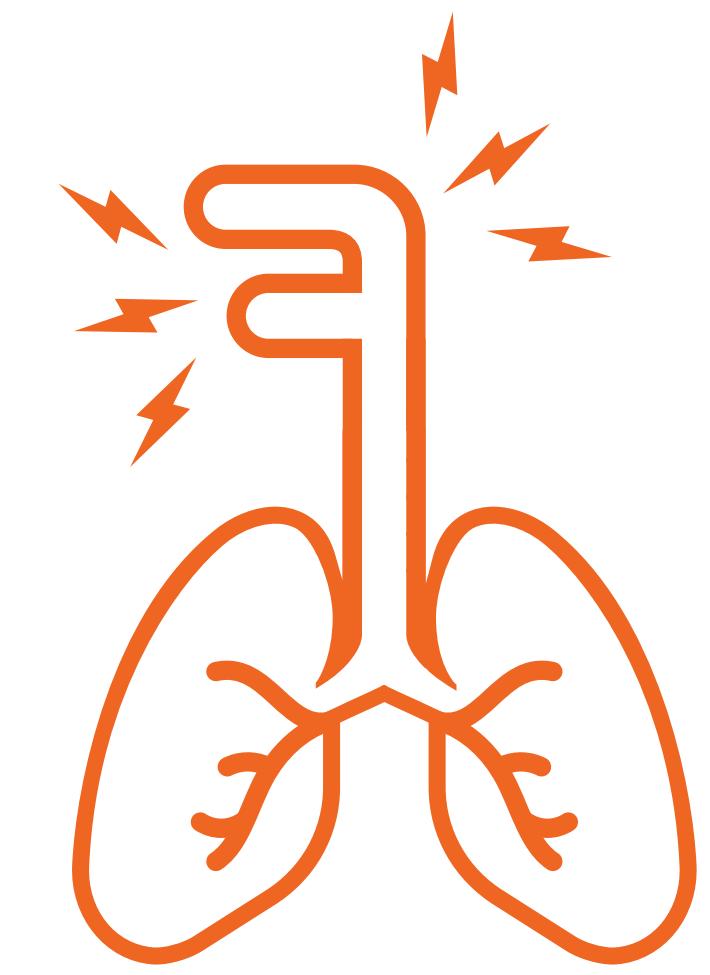
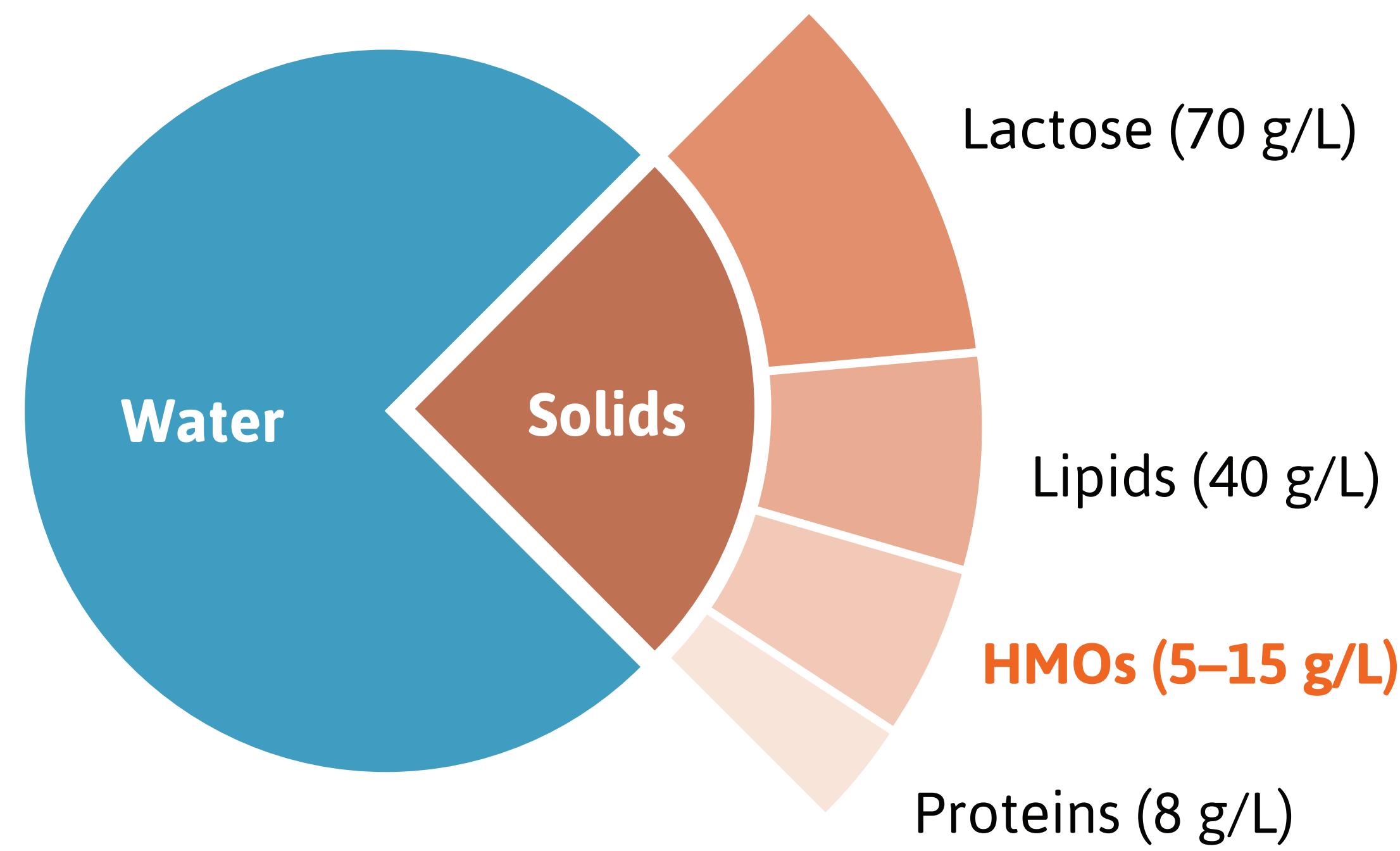
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# Gerber® Good Start® GentlePro has 2'-FL HMO,\*† structurally identical to the predominant HMO in breastmilk, to support digestive and immune health



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



Demonstrated a trend toward fewer infections<sup>13</sup>

Prebiotics found in other formulas, such as **FOS, GOS, and PDX**, are **NOT found in breastmilk** and are **structurally different** than HMOs<sup>12</sup>

\*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.

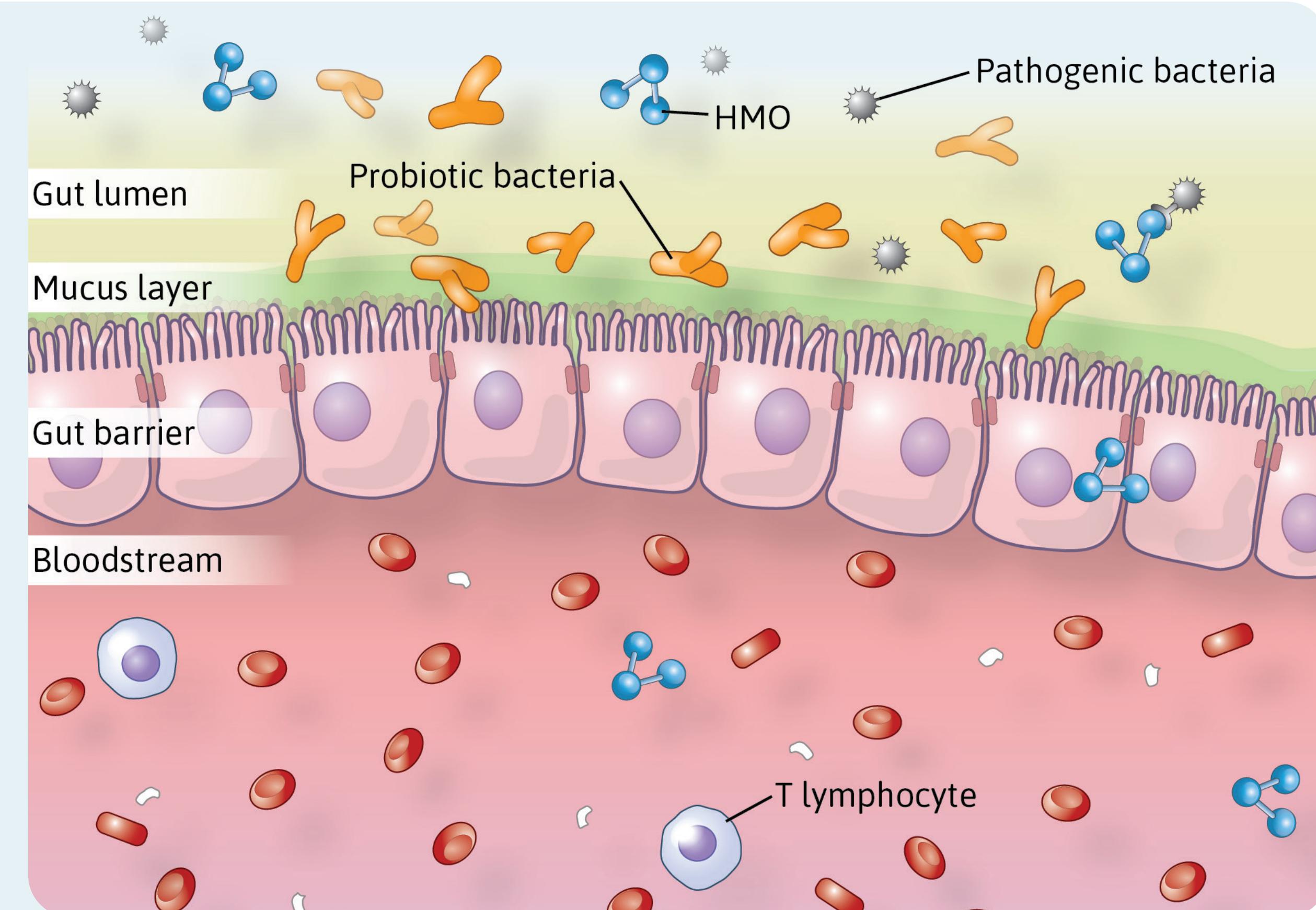


# 2'-FL HMO\*†:

## Structurally identical to the predominant HMO found in breastmilk

**Helps balance the microbiota and support the immune system by<sup>2,3,14</sup>:**

- 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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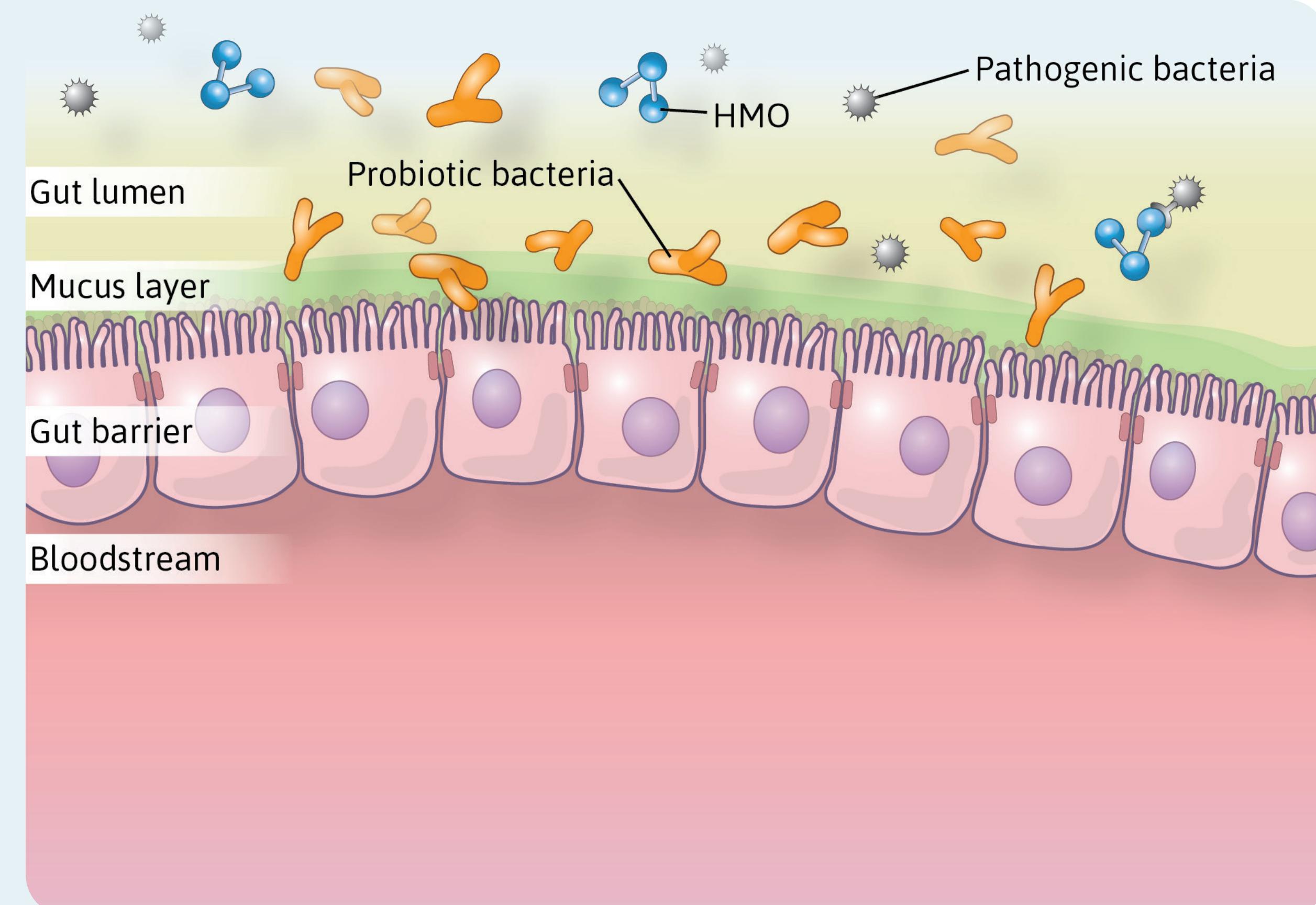


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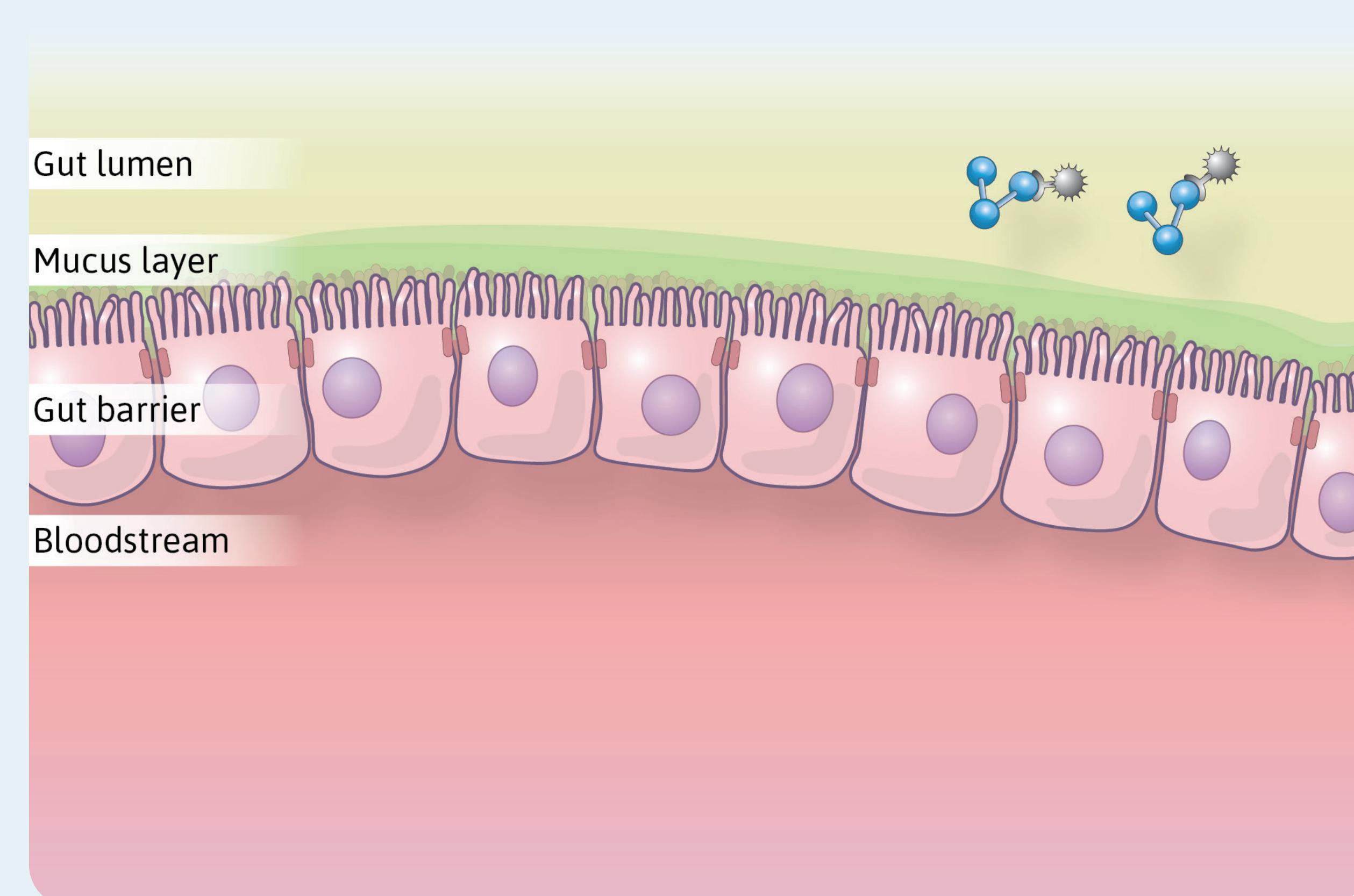


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- Directly influencing cellular immunity as 1–2% is absorbed into the bloodstream (immune effect)



\*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.

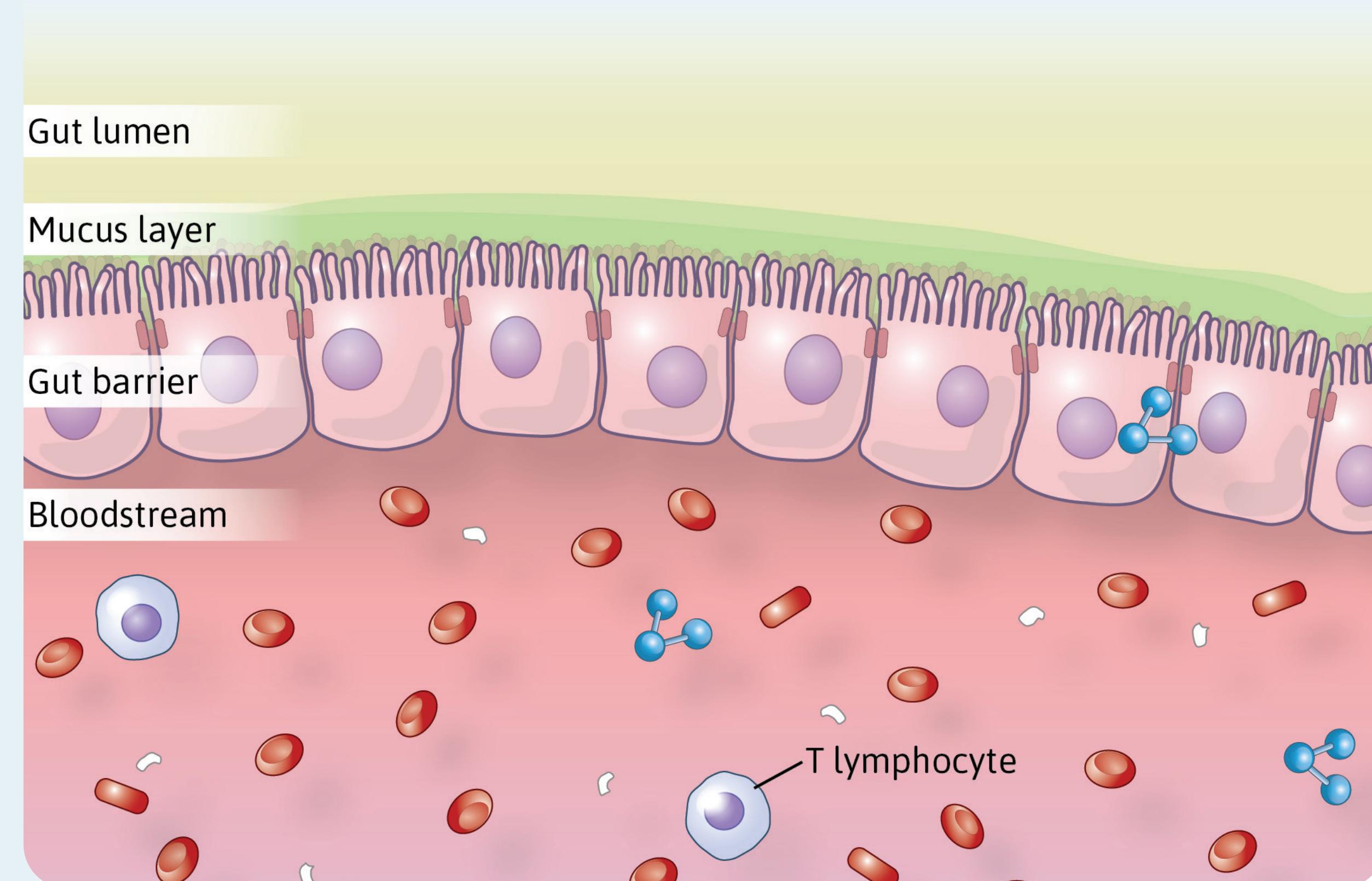


# 2'-FL HMO\*†:

## Structurally identical to the predominant HMO found in breastmilk

**Helps balance the microbiota and support the immune system by<sup>2,3,14</sup>:**

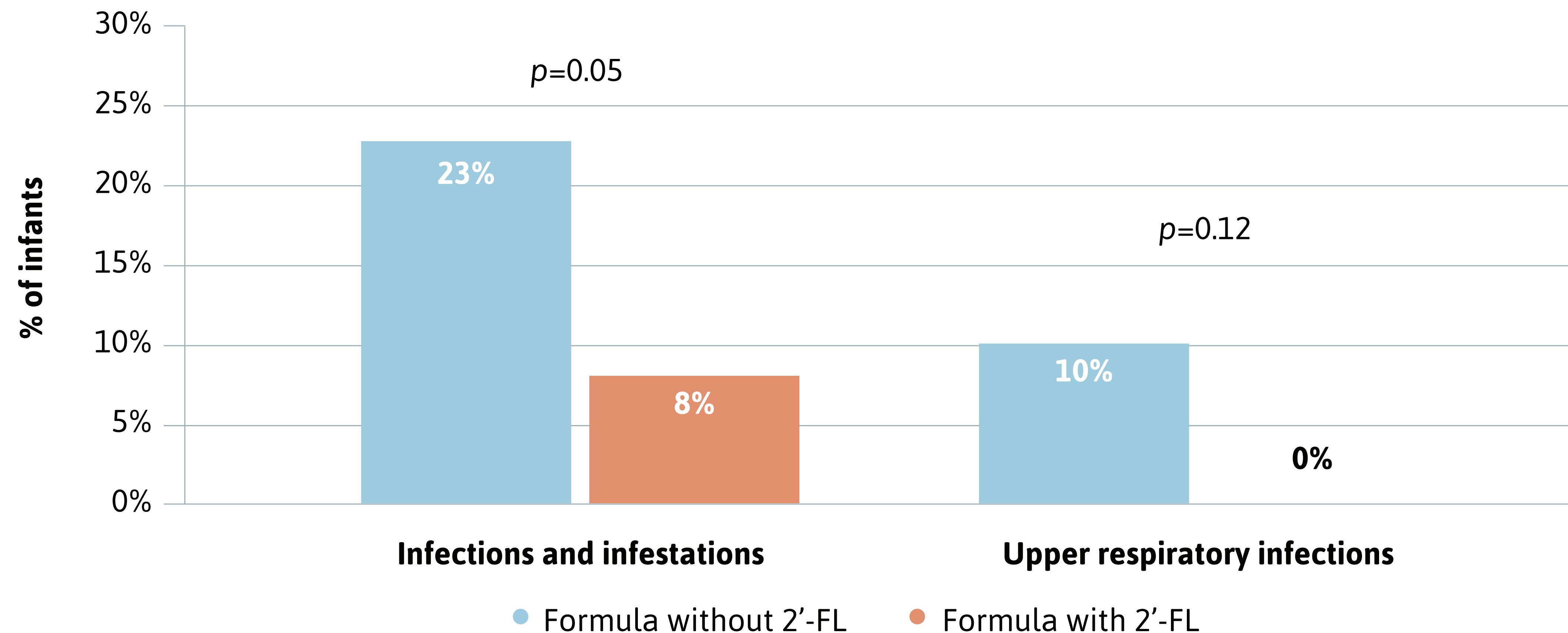
- Selectively enhancing growth of good bacteria (prebiotic effect)
- Binding to pathogenic bacteria and thus reducing their adherence (decoy effect)
- Directly influencing cellular immunity as 1–2% is absorbed into the bloodstream (immune effect)



\*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.



# 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 HMOs<sup>12</sup>

Adapted from Storm et al, 2019.<sup>13</sup> \*2'-FL HMO is available in Gerber® Good Start® GentlePro powdered infant formula only. <sup>†</sup>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®
<b>100% whey protein-partially hydrolyzed</b>	✓	?	?	?	?	?
<b>Probiotic <i>B. lactis</i></b>	✓	?	?	?	?	?
<b>2'-FL HMO</b>	✓	?	?	?	?	?
<b>70% lactose and 30% maltodextrin carbohydrate blend</b>	✓	?	?	?	?	?
<b>DHA level at 0.32% of total fat</b>	✓	?	?	?	?	?

*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?

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

\*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?

	 <b>Gerber® Good Start® GentlePro</b>	<b>Enfamil NeuroPro™ Infant</b>	<b>Enfamil® Enspire™</b>	<b>Similac Pro-Advance®</b>	<b>Similac Pro-Total Comfort™</b>	<b>Similac Pro-Sensitive®</b>
<b>- 100% whey protein-partially hydrolyzed</b>	<b>100% whey protein-partially hydrolyzed</b> 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
<b>+ Probiotic <i>B. lactis</i></b>	<ul style="list-style-type: none"> <li>• Deliver gastric emptying similar to breastmilk at 30 minutes</li> <li>• Promote softer stools*</li> <li>• Reduces the risk of developing atopic dermatitis</li> </ul>	✗	✗	✗	✗	✗
<b>+ 2'-FL HMO</b>		✗	✗	✓	✓	✓
<b>+ 70% lactose and 30% maltodextrin carbohydrate blend</b>		✗	✗	✗	✗	✗
<b>+ DHA level at 0.32% of total fat</b>		✓	✓	✗	✗	✗

\*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.

<sup>‡</sup>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>	<b>Only routine infant formula with probiotic <i>B. lactis</i>,<sup>†</sup> clinically shown to promote a balanced microbiota and help support the developing immune system by:</b> <ul style="list-style-type: none"><li>Increasing bifidobacteria levels</li><li>Increasing secretory IgA, a key antibody</li></ul>	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. <sup>†</sup>Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.

<sup>‡</sup>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	Our 2'-FL HMO <sup>†‡</sup> is structurally identical to the predominant HMO in breastmilk to support digestive and immune health	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. <sup>†</sup>Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.

<sup>‡</sup>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	70% lactose to help ease fussiness and gas, and 30% maltodextrin	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.

<sup>‡</sup>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.

*B. lactis*=*Bifidobacterium lactis*. IgA=Immunoglobulin A. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide. DHA=Docosahexaenoic acid.

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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***,<sup>†</sup> 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**,<sup>‡</sup> 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. <sup>†</sup>Probiotic *B. lactis* and 2'-FL HMO are available in Gerber® Good Start® GentlePro powdered infant formula only.

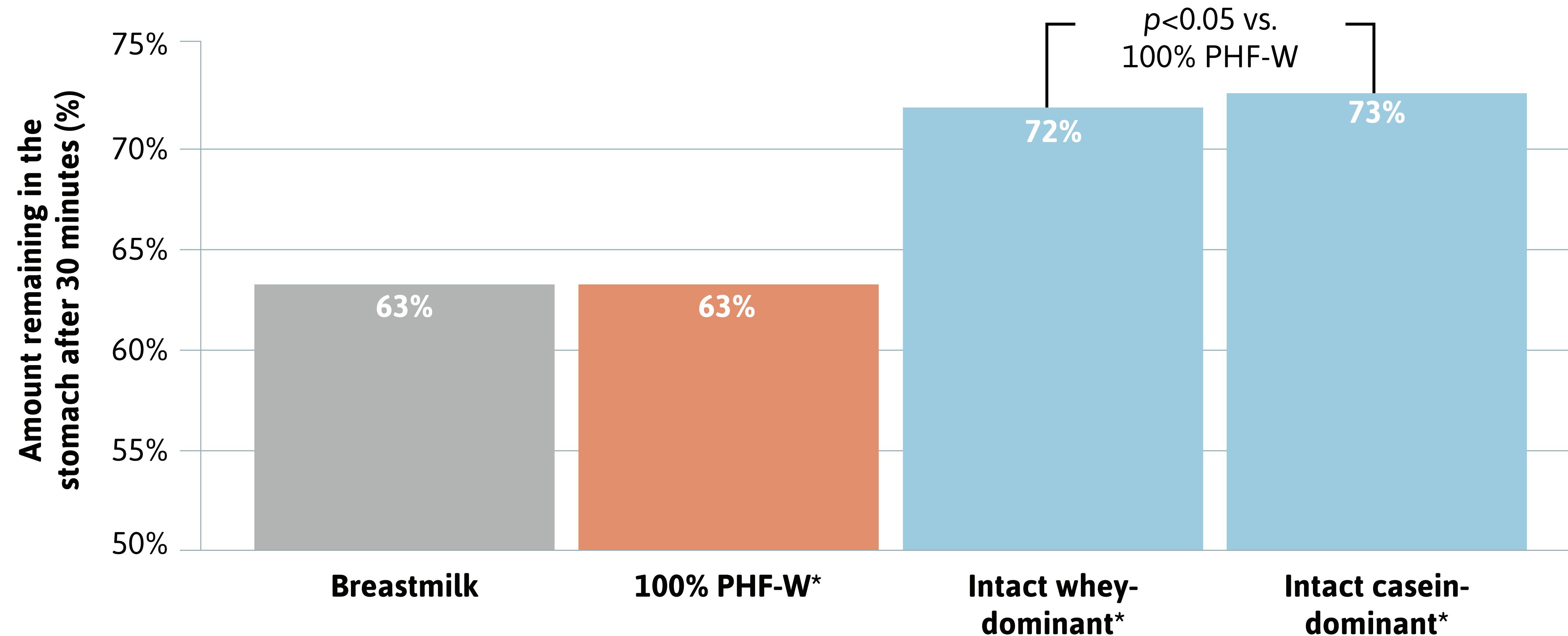
<sup>‡</sup>Human milk oligosaccharides (HMOs) are a group of prebiotics found in human milk, and 2'-FL is the most abundant HMO found in breastmilk. The 2'-FL HMO in Gerber® Good Start® is structurally identical to one of those found in significant levels in breastmilk. Not from human milk. *B. lactis*=*Bifidobacterium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

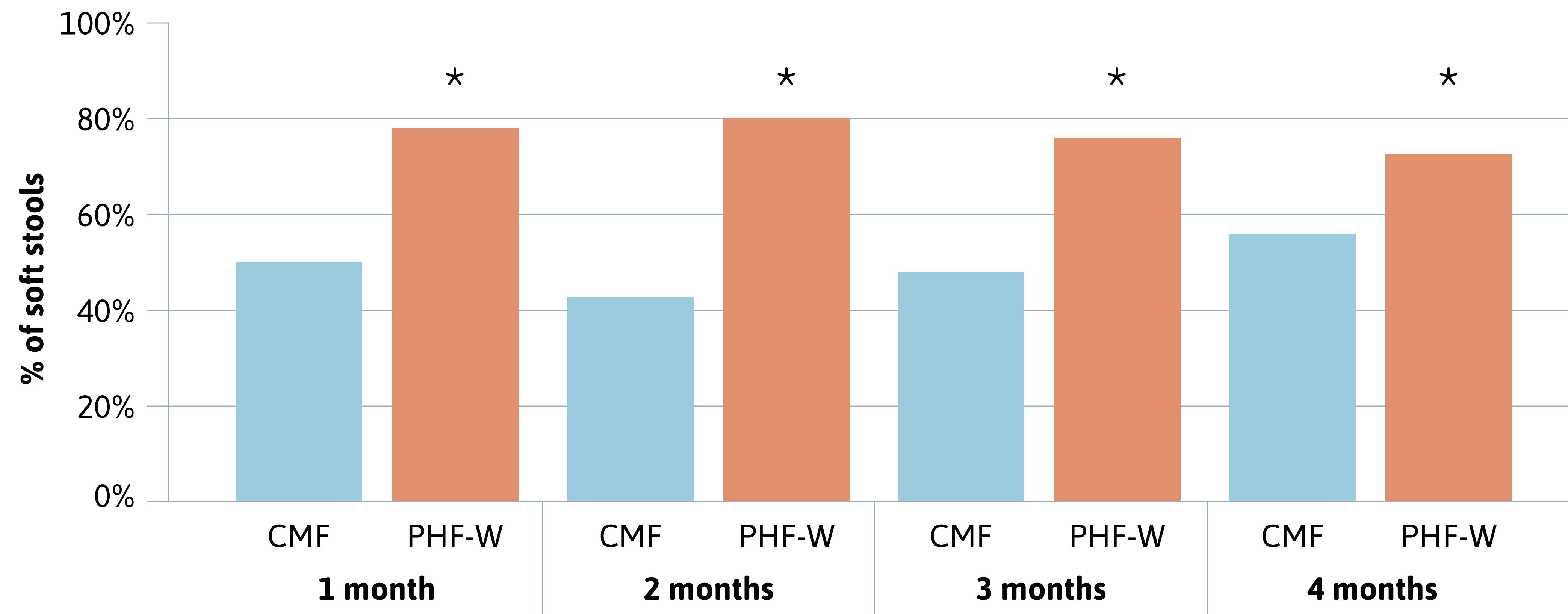


**Gerber® Good Start® GentlePro** is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

Adapted from Billeaud et al, 1990.<sup>1</sup> \*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

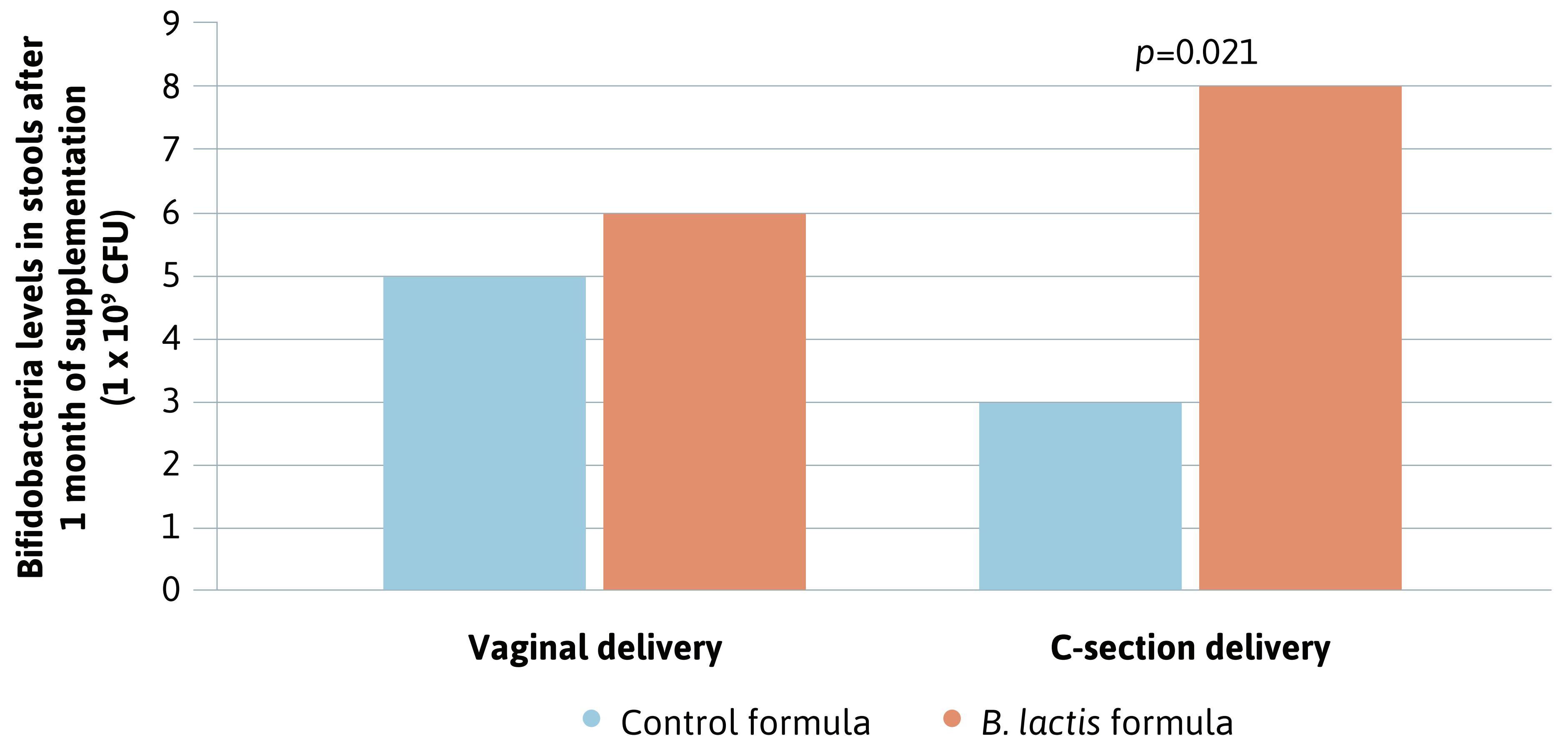


**Gerber® Good Start® GentlePro** is the **ONLY** routine formula made with 100% whey protein-partially hydrolyzed using Gerber's unique hydrolysis process

Adapted from Czerny et al, 2018.<sup>2</sup> \*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**



Bifidobacteria are the predominant bacteria in the gut of breastfed infants<sup>4</sup>

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

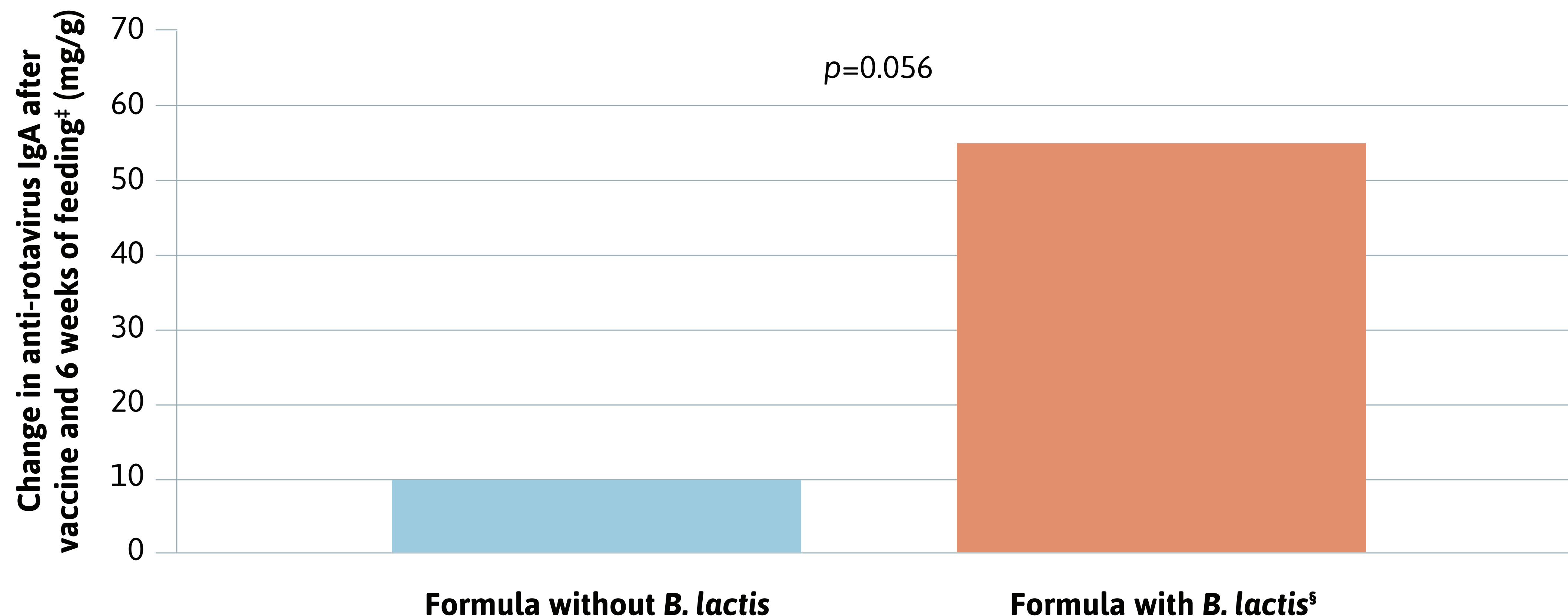
Adapted from Yuniaty et al, 2013.<sup>3</sup> \*Only routine infant formula. <sup>†</sup>Probiotic *B. lactis* is available in Gerber® Good Start® GentlePro powdered infant formula and Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops only. Not available in liquid infant formulas. *B. lactis*=*Bifidobacterium lactis*.

<sup>‡</sup>Other routine formulas include Enfamil NeuroPro™, Enfamil® Enspire™, Similac Pro-Advance®, Similac Pro-Total Comfort™, and Similac Pro-Sensitive®.

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



**No other routine formulas have a probiotic,  
including those from Enfamil® and Similac®<sup>||</sup>**

Adapted from Holscher et al, 2012.<sup>5</sup> \*Only routine infant formula. <sup>†</sup>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. <sup>#</sup>In C-section-delivered, formula-fed infants.

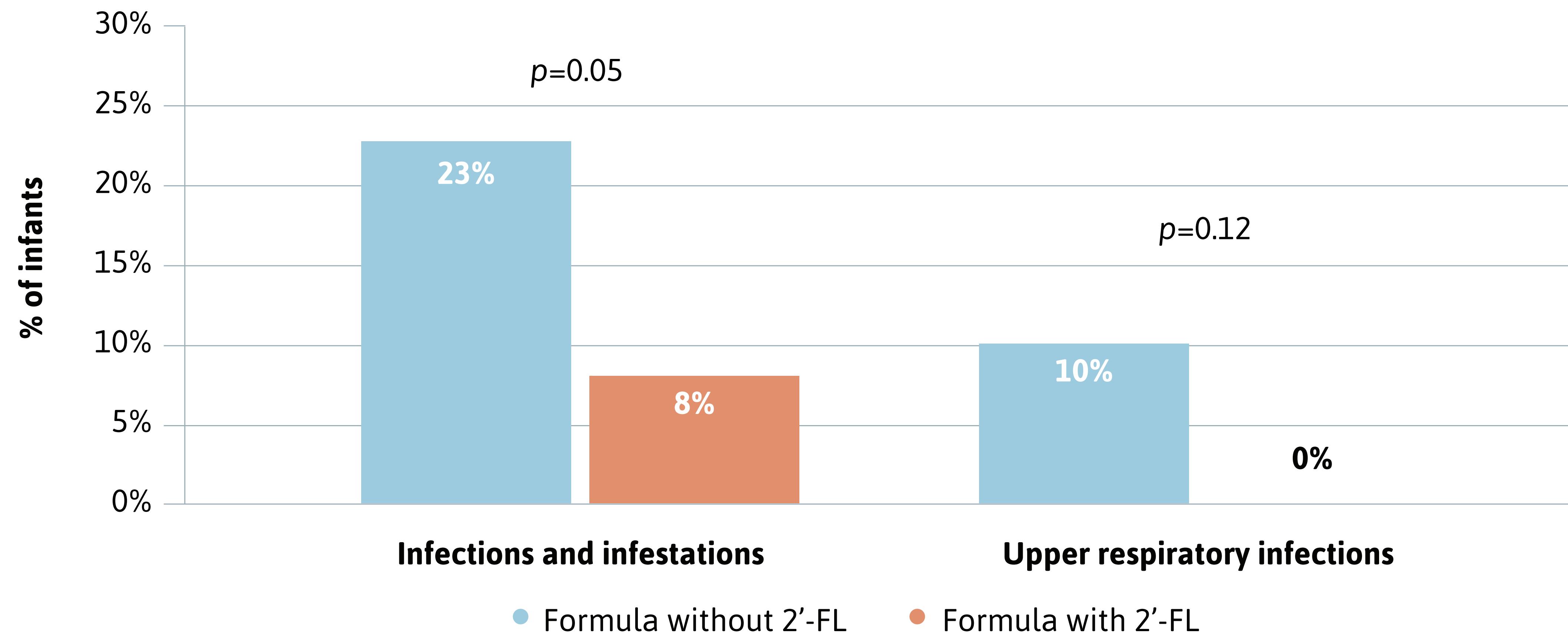
<sup>§</sup>Formula studied was Gerber® Good Start® GentlePro without human milk oligosaccharide. *B. lactis*=*Bifidobacterium lactis*. IgA=Immunoglobulin A.

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

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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 HMOs<sup>12</sup>

Adapted from Storm et al, 2019.<sup>6</sup> \*2'-FL HMO is available in Gerber® Good Start® GentlePro powdered infant formula only. <sup>†</sup>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.