

Gerber® Good Start® Gentle Formula designed to support gut health



Routine formula
with probiotic *B. lactis* and HMO to support gut health

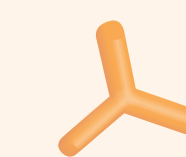
B. lactis=*Bifidobacterium lactis*.

Breastmilk is the ideal nutritional start for an infant. Infant formula and complementary foods should always be prepared, used, and stored as instructed on the label.

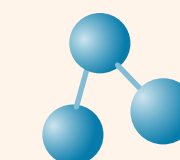


Gerber® Good Start® Gentle

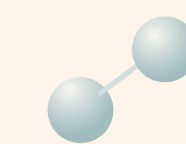
made with intact whey and casein proteins and ingredients designed to support gut health



Probiotic *B. lactis*



2'-FL HMO*



100% lactose

No other infant formula portfolio offers formulas with both **probiotics** and **HMO**, including Enfamil® and Similac®

*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. †Due to lactose sensitivity. *B. lactis*=*Bifidobacterium lactis*. 2'-FL HMO=2'-Fucosyllactose human milk oligosaccharide.



Gerber® Good Start® Gentle

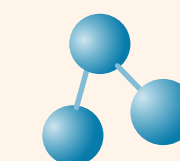
made with intact whey and casein proteins and ingredients designed to support gut health



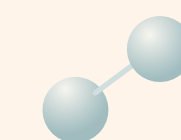
Probiotic *B. lactis*



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



2'-FL HMO*



100% lactose

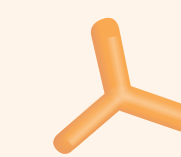
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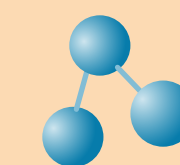


Gerber® Good Start® Gentle

made with intact whey and casein proteins and ingredients designed to support gut health



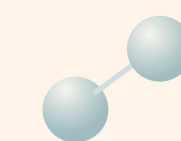
Probiotic *B. lactis*



2'-FL HMO*



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



100% lactose

No other infant formula portfolio offers formulas with both **probiotics** and **HMO**, including Enfamil® and Similac®

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Gerber® Good Start® Gentle made with high quality intact whey and casein proteins



70:30 whey:casein
intact protein

Probiotic

2'-FL
HMO*



100% whey
protein-partially
hydrolyzed

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1. Czerkies L, et al. Int J Pediatr. 2018;2018:4676758.
2. Czerkies L, et al. J of Ped Health and Nutr. 2019;1(1):19-26.



Gerber® Good Start® Gentle made with high quality intact whey and casein proteins



70:30 whey:casein
intact protein

Probiotic

2'-FL
HMO*



100% whey
protein-partially
hydrolyzed

**Tolerance issues are
not expected when
switching from one
Gerber® Good Start®
formula to the other**

While 100% PHF-W
may promote softer
stools, stool frequency
has been shown to
be similar^{1,2}

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How does Gerber® Good Start® Gentle compare to other formulas?



	Gerber® Good Start® Gentle Powder	Enfamil® Infant	Similac Advance®
Protein	70:30 whey:casein +	60:40 whey:casein	48:52 whey:casein
Carbohydrate	100% lactose	100% lactose	100% lactose
Prebiotic	2'-FL HMO* +	GOS^ + PDX#	GOS^
Probiotic	<i>B. lactis</i> , Bb12+ +	No probiotic	No probiotic
DHA	0.32% total fat	0.32% total fat	0.15% total fat

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* Human Milk Oligosaccharide, structurally identical to that found in breastmilk. Not from breastmilk.
^ Galacto-oligosaccharides, not found in breastmilk.
Polydextrose, not found in breastmilk.
+ Bifidobacterium lactis, strain Bb12, similar to the probiotic found in breastmilk. Only available in powdered formula.
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3. Sela DA, Mills DA. *Trends Microbiol.* 2010;18:298-307.
4. Yuniaty FK, et al. *Paed Indonesia.* 2013;53(2):89-98.
5. Holscher HD, et al. *J Parenter Enteral Nutr.* 2012;36:106S-117S.

Breastmilk is the ideal nutritional start for an infant. Infant formula and complementary foods should always be prepared, used, and stored as instructed on the label.



How does Gerber® Good Start® Gentle compare to other formulas?



	Gerber® Good Start® Gentle Powder		Similac Advance®
Protein	70:30 whey:casein ⊖	With 70:30 whey:casein intact proteins, similar to mature breastmilk	48:52 whey:casein
Carbohydrate	100% lactose	100% lactose	100% lactose
Prebiotic	2'-FL HMO* ⊕	GOS^ + PDX#	GOS^
Probiotic	<i>B. lactis</i> , Bb12+ ⊕	No probiotic	No probiotic
DHA	0.32% total fat	0.32% total fat	0.15% total fat

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How does Gerber® Good Start® Gentle compare to other formulas?



	Gerber® Good Start® Gentle Powder	Enfamil® Infant	Similac Advance®
Protein	70:30 whey:casein +	<div>Our 2'-FL HMO* is structurally identical to the predominant HMO in breastmilk to support digestive and immune health</div> <div>Prebiotics found in other formulas, such as GOS and PDX, are NOT found in breastmilk and are structurally different than HMOs³</div>	48:52 whey:casein
Carbohydrate	100% lactose		100% lactose
Prebiotic	2'-FL HMO* -		GOS^
Probiotic	<i>B. lactis</i> , Bb12+ +		No probiotic
DHA	0.32% total fat		0.15% total fat

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	Gerber® Good Start® Gentle Powder	Enfamil® Infant	Similac Advance®
Protein	70:30 whey:casein +	60:40 whey:casein	48:52 whey:casein
Carbohydrate	100% lactose	100% lactose	100% lactose
Prebiotic	2'-FL HMO* +	2'-FL HMO* +	GOS^
Probiotic	<i>B. lactis</i> , Bb12+ -	<i>B. lactis</i> Bb12 +	No probiotic
DHA	0.32% total fat	0.15% total fat	0.15% total fat

B. lactis Bb12 is clinically shown to promote a balanced microbiota and help support the developing immune system by:

- Increasing bifidobacteria levels⁴
- Increasing secretory IgA, a key antibody⁵

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From Gerber, the #1 Brand in Infant Nutrition Anything For Baby



Gerber® Good Start®
Gentle Powder



Gerber® Good Start®
GentlePro Powder

Probiotic	B. lactis	B. lactis
HMO*	2'-FL HMO	2'-FL HMO
Protein	70:30 whey casein blend	Easy-to-digest Comfort Proteins® (100% whey protein, partially hydrolyzed)
Lactose	100% lactose	70% lactose 30% maltodextrin

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