

# Gerber® Good Start® Extensive HA®, scientifically designed for:

cow's milk protein allergy (CMPA) and intolerance, cow's milk-induced FPIES\*,  
soy protein sensitivity, fat malabsorption



	Gerber® Good Start® Extensive HA®	Nutramigen® with Enflora™ LGG®	Pregestimil®	Similac® Expert Care® Alimentum®
<b>Scientifically designed for:</b>				
• CMPA or intolerance	✓	✓	✓	✓
• Cow's milk-induced FPIES	✓	†	†	†
• Soy protein sensitivity	✓	✓	✓	✓
• Fat malabsorption	✓	×	✓	✓
<b>Extensively hydrolyzed protein</b>	<b>100% whey protein, extensively hydrolyzed</b> is nutritionally complete and clinically proven to be hypoallergenic and to promote adequate growth	100% casein	100% casein	100% casein
<b>Probiotics</b>	<b><i>Bifidobacterium lactis</i> (B. lactis),</b> to support the microbiota <sup>1</sup>	<i>Lactobacillus</i> GG (LGG®)	None	None
<b>MCT (% of total fat)</b>	<b>49%</b> of total fat as MCT to facilitate fat absorption in infants with fat malabsorption <sup>2-3</sup>	0%	55%	33%
<b>DHA (% of total fat)</b>	<b>0.32%</b> of total fat to support brain and eye development <sup>4-8</sup>	0.32%	0.32%	0.15%
<b>Carbohydrate blend</b>	<b>Lactose-free and sucrose-free</b>	Corn syrup solids, modified corn starch	Corn syrup solids, modified corn starch	Maltodextrin, sucrose
<b>Osmolality (mOsm/kg water)</b>	<b>Osmolality of 220 mOsm/kg water,</b> designed to promote digestive tolerance	300	320	320
<b>Non-GMO<sup>‡</sup> &amp; Certified Halal<sup>§</sup></b>	✓	×	×	×

**IT'S EASY TO PREPARE THE EXACT AMOUNT A BABY NEEDS**  
Gerber® Good Start® Extensive HA® requires one scoop for 1 fl oz of water:



\* Food protein-induced enterocolitis syndrome.

† While these formula are hypoallergenic, cow's milk-induced FPIES is not specifically indicated in product labeling.

#### References:

1. Hol J, et al. *J Allergy Clin Immunol*. 2008;121:1448-1454. 2. Bach AC, et al. *Am J Clin Nutr*. 1982;36:950-962. 3. Ruppin DC, et al. *Drugs*. 1989;20:216-224. 4. Koletzko B, et al. *Acta Paediatr*. 2001;90:460-464. 5. Birch EE, et al. *Pediatr Res*. 1998;44:201-209. 6. Birch EE, et al. *Dev Med Child Neurol*. 2000;42:174-181. 7. Hoffman DR, et al. *J Pediatr Gastroenterol Nutr*. 2000;31:540-553. 8. Uauy R, et al. *Proc Nutr Soc*. 2000;59:3-15.

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‡ Made without the use of genetically engineered ingredients.

§ Meets the criteria for permissibility under religious dietary practices



# Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops have *B. lactis*, which has been clinically shown to support the developing immune system



## Gerber® Good Start® Gentle Everyday Probiotics & Vitamin D Drops

## Culturelle® Baby Grow + Thrive Probiotic + Vitamin D Drops

## Enfamil® Infant Probiotics, Liquid Drops

## Enfamil® Breastfed Infant Probiotics & Vitamin D Drops

## Evivo® Probiotic Sachets

<b>Probiotics</b>	<b><i>Bifidobacterium lactis</i>, (<i>B. lactis</i>) Bb12</b> <b>Most studied strain of bifidobacteria</b>  Only single-strain probiotic clinically shown to support the developing immune system by increasing vaccine-specific sIgA in C-section delivered infants*	<i>Lactobacillus rhamnosus</i> GG (LGG®) <i>Bifidobacterium lactis</i> , ( <i>B. lactis</i> ), BB-12®	<i>Lactobacillus rhamnosus</i> GG (LGG®) <i>Bifidobacterium lactis</i> , ( <i>B. lactis</i> ), BB-12®	<i>Lactobacillus rhamnosus</i> GG (LGG®) <i>Bifidobacterium lactis</i> , ( <i>B. lactis</i> ), BB-12®	<i>Bifidobacterium infantis</i> ( <i>B. infantis</i> ) EVC001, Actibif®
<b>Probiotic dose</b>	100 million CFU/ 5 drops	2.5 billion CFU/ 5 drops	2.5 billion CFU/ 6 drops	2.5 billion CFU/ 6 drops	100 million CFU/ 1 sachet
<b>Vitamin D</b>	400 IU/ 5 drops	400 IU/ 5 drops	—	400 IU/ 6 drops	—
<b>Price per unit</b>	\$24.44/bottle†	\$30.99/bottle†	\$25.99/bottle†	\$25.99/bottle†	\$79.00/starter kit‡
<b>Price/dose<sup>  </sup></b>	\$0.49/dose	\$1.03/dose	\$1.24/dose	\$1.24/dose	\$2.82/sachet

\* The *B. lactis* strain in Gerber® Good Start® Gentle Everyday Probiotic & Vitamin D Drops, studied in Gerber® Good Start® GentlePro Infant Formula, has been clinically shown to increase key immune system antibodies. † This pricing is MSRP and reflects retail pricing. Contract pricing is available. Contact your Gerber representative for questions about specific facility pricing. ‡ Pricing pulled from manufacturer's websites July 1, 2021. || Price/dose is calculated using cost of unit divided by servings in case.

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# Choose Gerber® Good Start® GentlePro nursers, specially designed to be baby's first and only formula



## Gerber® Good Start® GentlePro Nurser

		Enfamil NeuroPro™ Infant	Enfamil® Gentlease®	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
<b>Protein source</b>	<b>100% whey</b>	60:40 whey:casein	60:40 whey:casein	48:52 whey:casein	100% whey	18:82 whey:casein
<b>Protein structure</b>	<b>Partially hydrolyzed</b> 100% whey protein-partially hydrolyzed is easy to digest and may reduce the risk of developing atopic dermatitis*	Intact	Partially hydrolyzed nonfat milk & whey protein concentrate	Intact	Partially hydrolyzed	Intact
<b>Carbohydrate</b>	<b>Lactose, maltodextrin</b> 70% lactose and 30% maltodextrin	Lactose	Corn syrup solids, lactose	Lactose	Corn syrup solids, sugar	Maltodextrin, sugar
<b>DHA % of total fatty acid</b>	<b>0.32%</b> 0.32% of total fat to support brain and eye development	0.32%	0.32%	0.15%	0.15%	0.15%
<b>Prebiotics</b>	<b>GOS†</b> GOS supports digestive health	GOS† + PDX‡	—	2'-FL HMO§ + FOS	2'-FL HMO§ + FOS	2'-FL HMO§ + FOS

\* 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 made with cow's milk proteins may reduce the risk of developing atopic dermatitis throughout the first year. The scientific evidence for this is limited, and not all babies may benefit. Partially hydrolyzed formulas **should not be fed to infants who are allergic to milk or infants with existing milk allergy symptoms**. If you suspect a baby is allergic to milk, or if a baby is on a special formula for the treatment of allergy, their care and feeding choices should be under a doctor's supervision.

† Galacto-oligosaccharides. ‡ Polydextrose. § 2'-Fucosyllactose human milk oligosaccharide. Not from human milk. || Fructo-oligosaccharides.

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# Choose Gerber® Good Start® GentlePro powder, specially designed to be baby's first and only formula



	Gerber® Good Start® GentlePro Powder	Enfamil NeuroPro™ Infant	Enfamil® Enspire™	Similac Pro-Advance®	Similac Pro-Total Comfort™	Similac Pro-Sensitive®
<b>Protein source</b>	100% whey	60:40 whey:casein	60:40 whey:casein	48:52 whey:casein	100% whey	18:82 whey:casein
<b>Protein structure</b>	Partially hydrolyzed 100% whey protein-partially hydrolyzed is easy to digest and may reduce the risk of developing atopic dermatitis*	Intact	Intact	Intact	Partially hydrolyzed	Intact
<b>Probiotics</b>	Probiotic <i>B. lactis</i> 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"> <li>Increasing bifidobacteria levels</li> <li>Increasing secretory IgA, a key antibody</li> </ul>	No probiotic	No probiotic	No probiotic	No probiotic	No probiotic
<b>Prebiotics</b>	2'-FL HMO‡ 2'-FL HMO‡ is structurally identical to the predominant HMO in breastmilk to support digestive and immune health	GOS§ + PDX	GOS§	2'-FL HMO‡ + FOS¶	2'-FL HMO‡ + FOS¶	2'-FL HMO‡ + FOS¶
<b>Carbohydrate</b>	Lactose, maltodextrin 70% lactose and 30% maltodextrin	Lactose	Lactose	Lactose	Maltodextrin, sugar	Maltodextrin, sugar
<b>DHA % of total fatty acid</b>	0.32% 0.32% of total fat to support brain and eye development	0.32%	0.32%	0.15%	0.15%	0.15%

\* 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 made with cow's milk proteins may reduce the risk of developing atopic dermatitis throughout the first year. The scientific evidence for this is limited, and not all babies may benefit. Partially hydrolyzed formulas **should not be fed to infants who are allergic to milk or infants with existing milk allergy symptoms**. If you suspect a baby is allergic to milk, or if a baby is on a special formula for the treatment of allergy, their care and feeding choices should be under a doctor's supervision.



† Probiotics in powder formula only. ‡ 2'-Fucosyllactose human milk oligosaccharide. Not from human milk. § Galacto-oligosaccharides. || Polydextrose. ¶ Fructo-oligosaccharides.

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# Gerber® Good Start® Soothe Comforting Probiotic Drops have *L. reuteri*, the **ONLY** probiotic\* clinically shown to be effective for common digestive issues, including colic, mild spit-ups, and irregular stools

	 <b>Gerber® Good Start® Soothe Comforting Probiotic Drops</b>	 <b>Gerber® Good Start® Soothe Vitamin D &amp; Probiotic Drops</b>	<b>Culturelle® Baby Calm + Comfort Probiotic + Chamomile Drops</b>	<b>Culturelle® Baby Grow + Thrive Probiotic + Vitamin D Drops</b>	<b>Enfamil® Infant Probiotics, Liquid Drops</b>	<b>Enfamil® Breastfed Infant Probiotics &amp; Vitamin D Drops</b>	<b>Evivo® Probiotic Sachets</b>
<b>Probiotics</b>	<b>Probiotic <i>L. reuteri</i> DSM 17938</b> <b>Most studied probiotic for functional GI disorders:</b> <ul style="list-style-type: none"> <li>• <b>Clinically shown</b> to ease colic, excessive crying, and excessive fussiness†</li> <li>• <b>Clinically shown</b> to reduce frequency of spit-ups†</li> <li>• <b>Clinically shown</b> to increase stool frequency in infants with functional constipation†</li> <li>• <b>Clinically shown</b> to prevent colic†</li> </ul>		<i>Lactobacillus rhamnosus</i> GG (LGG®)	<i>Lactobacillus rhamnosus</i> GG (LGG®) <i>Bifidobacterium lactis</i> , (B. lactis), BB-12®	<i>Lactobacillus rhamnosus</i> GG (LGG®) <i>Bifidobacterium lactis</i> , (B. lactis), BB-12®	<i>Lactobacillus rhamnosus</i> GG (LGG®) <i>Bifidobacterium lactis</i> , (B. lactis), BB-12®	<i>Bifidobacterium infantis</i> (B. infantis) EVC001, Actibif®
<b>Probiotic dose</b>	100 million CFU/ 5 drops	100 million CFU/ 5 drops	1.5 billion CFU/ 5 drops	2.5 billion CFU/ 5 drops	2.5 billion CFU/ 6 drops	2.5 billion CFU/ 6 drops	100 million CFU/ 1 sachet
<b>Vitamin D</b>	—	400 IU/5 drops	400 IU/5 drops	400 IU/5 drops	—	400 IU/6 drops	—
<b>Servings per unit</b>	~50	~50	~30	~30	~21	~ 21	28
<b>Price per unit</b>	\$24.44/bottle‡	\$24.44/bottle‡	\$30.99/bottle§	\$30.99/bottle§	\$25.99/bottle§	\$25.99/bottle§	\$79.00/starter kit§
<b>Price/dose  </b>	\$0.49/dose	\$0.49/dose	\$1.03/dose	\$1.03/dose	\$1.24/dose	\$1.24/dose	\$2.82/sachet

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

*L. reuteri*=*Limosilactobacillus* (formerly *Lactobacillus*) *reuteri* (DSM 17938). LGG=*L. rhamnosus* GG. *B. lactis*=*Bifidobacterium lactis*. *B. infantis*=*Bifidobacterium longum infantis*.

\* Based on published data as of January 2020. ‡ This pricing is MSRP and reflects retail pricing. Contract pricing is available. Contact your Gerber representative for questions about specific facility pricing.

§ Pricing pulled from manufacturer's websites June 1, 2021. || Price/dose is calculated using cost of unit divided by servings in case.

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# Gerber® Good Start® SoothePro, the one solution formula for **6** common digestive issues: colic, crying, fussiness, gas, mild spit-ups & irregular stools



	Gerber® Good Start® SoothePro Powder	Enfamil NeuroPro™ Gentlease®	Enfamil® Enspire™ Gentlease	Similac® Pro-Total Comfort™	Similac Pro-Sensitive®
<b>Probiotics</b>	<b>Probiotic <i>L. reuteri</i></b> <b><i>L. reuteri</i> DSM 17938 is clinically shown to:</b> <ul style="list-style-type: none"> <li>Significantly reduce crying time in colicky infants</li> <li>Significantly reduce frequency of spit-ups</li> <li>Increase stool frequency in infants with functional constipation</li> </ul>	No probiotic	No probiotic	No probiotic	No probiotic
<b>Protein source</b>	<b>100% whey</b>	70:30 whey:casein	70:30 whey:casein	100% whey	18:82 whey:casein
<b>Protein structure</b>	<b>Partially hydrolyzed</b> <b>100% whey protein-partially hydrolyzed</b> is easy to digest and clinically shown to: <ul style="list-style-type: none"> <li>Deliver gastric emptying similar to breastmilk at 30 minutes</li> <li>Promote soft stools</li> </ul>	Partially hydrolyzed	Partially hydrolyzed	Partially hydrolyzed	Intact
<b>Prebiotics</b>	<b>2'-FL HMO*</b> 2'-FL HMO* is structurally identical to the predominant HMO in breastmilk to <b>support digestive and immune health</b>	No prebiotics	No prebiotics	2'-FL HMO* + FOS†	2'-FL HMO* + FOS†
<b>Carbohydrate</b>	<b>Lactose, maltodextrin</b> <b>30% lactose</b> to help ease fussiness and gas, and <b>70% maltodextrin</b>	80% corn syrup solids 20% lactose	80% corn syrup solids 20% lactose	53% maltodextrin 43% sugar	53% corn syrup 43% sugar
<b>DHA % of total fatty acid</b>	<b>0.32%</b> <b>0.32% of total fat</b> to support brain and eye development	0.32%	0.32%	0.15%	0.15%

\* 2'-Fucosyllactose human milk oligosaccharide. Not from human milk. † Fructo-oligosaccharides.

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