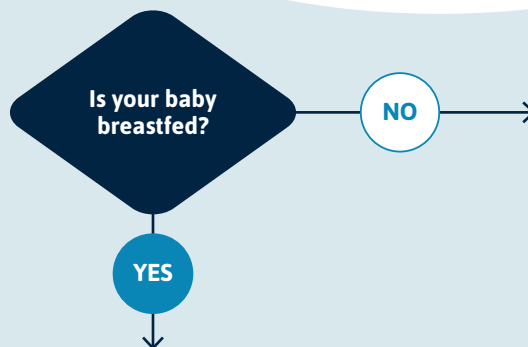




#1 BRAND
IN
INFANT
NUTRITION[§]

How to choose the right probiotic for your baby

A balance of good bacteria in the digestive tract is a key factor to support your baby's developing immune system and overall gut health. Probiotics contain certain types of good bacteria that can help promote this balance of beneficial bacteria for your baby.

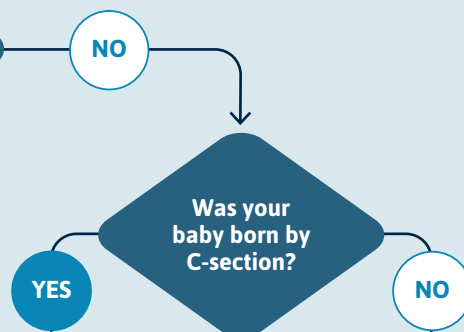
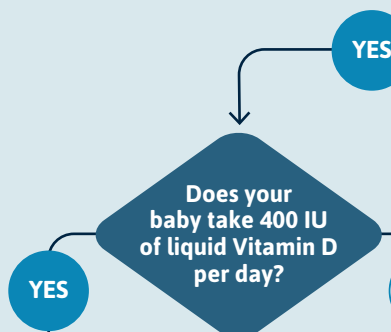


Try Gerber® Good Start® Infant Formulas with the same great probiotics as our Probiotic Drops

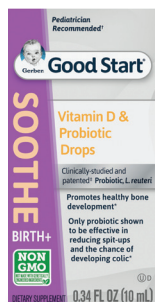


✓ **B. lactis**

✓ **L. reuteri**



- ✓ **#1 pediatrician recommended brand for colic[†]**
- ✓ Clinically studied and patented[‡] **probiotic L. reuteri**
 - Only probiotic shown to be effective in reducing colic and spit-ups*
 - Promotes a healthy digestive function and regularity*



- ✓ **Pediatrician recommended[†]**
- ✓ Clinically studied and patented[‡] **probiotic L. reuteri**
 - Only probiotic shown to be effective in reducing colic and spit-ups*
- ✓ **Vitamin D**
 - Provides 400 IU of vitamin D, an essential vitamin that helps your baby absorb calcium for healthy bone development*



- ✓ **Pediatrician recommended[†]**
- ✓ **B. lactis**, among the **most studied probiotic** among infants
 - Helps support baby's developing immune system*
 - Has benefits for babies born by C-section*
- ✓ **Vitamin D**
 - Provides 400 IU of vitamin D, an essential vitamin that helps your baby absorb calcium for healthy bone development*



- ✓ **Pediatrician recommended[†]**
- ✓ Clinically-studied **probiotic, L. rhamnosus GG**
 - Naturally promotes bacterial balance lost to occasional digestive upset*
 - Can also be used daily to support digestive health and the immune system*

This chart is intended for healthy, full-term infants.

* 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.

[†] In the infant probiotic category. Based on a Quintiles IMS ProVoice Survey, 2021.

[‡] Protected by patents: US 7,374,924, US 8,114,397, US 8,785,183.

[§] Based on latest 52 weeks ending 04-04-21 unit market share of baby food and infant formula.



#1 BRAND
IN
INFANT
NUTRITION†

Infant Probiotic Drops

Our range of Gerber® Good Start® infant supplements are made with extensively studied probiotic strains, clinically shown to provide health benefits in infants when taken daily as indicated

#1 Pediatrician Recommended Brand for Colic†

Good Start®

SOOTHE BIRTH+

Comforting Probiotic Drops

Clinically-studied and patented‡ Probiotic, *L. reuteri*

Only probiotic shown to be effective in reducing colic & spit-ups*

Promotes a healthy digestive function & regularity*

NON GMO
NOT MADE WITH GENETICALLY ENGINEERED INGREDIENTS

DIETARY SUPPLEMENT 0.34 FL OZ (10 mL)

Pediatrician Recommended†

Good Start®

SOOTHE BIRTH+

Vitamin D & Probiotic Drops

Clinically-studied and patented‡ Probiotic, *L. reuteri*

Promotes healthy bone development*

Only probiotic shown to be effective in reducing spit-ups and the chance of developing colic*

NON GMO
NOT MADE WITH GENETICALLY ENGINEERED INGREDIENTS

DIETARY SUPPLEMENT 0.34 FL OZ (10 mL)

NOW with Vitamin D

Good Start®

GENTLE BIRTH+

Everyday Probiotic & Vitamin D Drops

B. Lactis, among the most studied probiotic among infants

Helps support baby's developing immune system*

Has benefits for babies born by C-section†

Pediatrician Recommended†

NON GMO
NOT MADE WITH GENETICALLY ENGINEERED INGREDIENTS

DIETARY SUPPLEMENT 0.34 FL OZ (10 mL)

Pediatrician Recommended†

Good Start®

PROTECT BIRTH+

Replenishing Probiotic Drops

Clinically-studied Probiotic, *L. rhamnosus* GG

Naturally promotes bacterial balance lost to occasional digestive upset*

Improves baby's gut microbiota*

Helps support a healthy immune system*

NON GMO
INGREDIENTS

DIETARY SUPPLEMENT 0.34 FL OZ (10 mL)



Just add infant probiotic drops once daily to breastmilk or apply to the breast before feeding

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† In the infant probiotic category. Based on a Quintiles IMS ProVoice Survey, 2021.

‡ Protected by patents: US 7,374,924, US 8,114,397, US 8,785,183.

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