

New Labels for WIC Gerber Formulas

Gerber Good Start **Gentle** and Gerber Good Start **Soothe**

If you have Gerber Gentle or Soothe as your WIC formula, **either current or new label** will go through at the grocery store checkout. The UPC on the cans are the same.

Gerber removed the “Pro” from the label since the protein source changed from all whey protein to a mix of whey and casein proteins to provide a ratio of 70:30 Whey: Casein.

Both Gentle and Soothe formulas provide high-quality protein and meet the protein and iron requirements of healthy, term infants.

At this time, Gerber is not changing the Soy label.

Gerber Good Start Gentle	
Current Label	New label
Gerber Good Start Soothe	
Current Label	New label