

# CARE INITIATIVE

## MONTHLY NEWSLETTER

SEPTEMBER 2011

As communicated earlier this year Nestlé HealthCare Nutrition is currently activating Phase I of the CARE Initiative. This edition of our monthly newsletter focuses exclusively on changes taking place in September, 2011, which will bring several branding changes, including the introduction of Nutrisource® Fiber, Benecalorie®, Beneprotein® and Resource® Quick Custard as well as some graphics changes to our packaging. Please remember, in-market dates are subject to change, you will need to check with your distributor for specific product availability.

### NOW AVAILABLE

#### NUTRISOURCE® FIBER (formerly RESOURCE® BENEFIBER®)

NUTRISOURCE® Fiber is now available! The anticipated last ship date for the current BENEFIBER® product name and codes is September, 2011.

The following table gives you additional product specifications. You can also refer to the Product Specification sheet, posted on the CARE website for more product-specific information. Please contact your distributor if you have any questions on product availability.

FORMER Product Description	FORMER Product Code	FORMER CASE UPC (GTIN)	NEW Product Description	NEW Product Code	NEW Case UPC (GTIN)	Expected Last Ship Date
RESOURCE® Benefiber®** Powder 4 x 7.2 oz Canister	28210000	10043900282104	NUTRISOURCE® Fiber Powder 4 x 7.2 oz Canister	4390097551	10043900975518	Sept 2011
RESOURCE® Benefiber®** Powder 75 x 4 g Pkts	28230000	10043900282302	NUTRISOURCE® Fiber Powder 75 x 4 g Pkts	4390097648	10043900976485	Sept 2011

## PRODUCT REBRANDING

The following products that were previously branded as RESOURCE® products will be re-branded without the RESOURCE® name. Case/Each UPCs, product codes and pricing will remain the same on these products. Please update the product description in your systems. In addition to having a branding change, Methylparaben, a microbial inhibitor, is being removed from Benecalorie® due to ongoing supply issues. This has little clinical significance as there is no impact on osmolality, nutritional content or product stability due to the removal of methylparaben. Contact your distributor if you have any questions on product availability.

FORMER Product Description	NEW Product Description	Product Code (No Change)	Case UPC (GTIN) (no Change)	Estimated In-Market Date
RESOURCE® Benecalorie® 24 x 1.5 Fl oz	Benecalorie® 24 x 1.5 Fl oz	28250000	10043900282500	Sept 2011
RESOURCE® Beneprotein® 75 x 7 g pkts	Beneprotein® 75 x 7 g pkts	28430000	10043900284306	Sept 2011
RESOURCE® Beneprotein® 6 x 8 oz	Beneprotein® 6 x 8 oz	28410000	10043900284108	Sept 2011

The following foodservice product previously branded as a NUTRISOURCE® product will be re-branded with the RESOURCE® name. Case/Each UPCs, product codes and pricing will remain the same on this product. Please contact your distributor if you have any questions on product availability.

FORMER Product Description	NEW Product Description	Product Code (No Change)	Case UPC (GTIN) (no Change)	Estimated In-Market Date
NUTRISOURCE® Quick Reduced Calorie Custard Mix 6 x 12.7 oz bags	RESOURCE® Quick Reduced Calorie Custard Mix 6 x 12.7 oz bags	23440000	10043900234400	Sept 2011

## CONSISTENT LABELING

We are unifying our products under a consistent label design. These visual enhancements are intended to make our products easy to find on the shelf, as well as help you, our healthcare partners, and your patients quickly locate important nutritional information. Please refer to the CARE Initiative Summary Sheet: Phase 1 (Summer 2011) for a complete listing of products receiving a graphics refresh in the month of September, 2011.

**\*In-market dates for the products described above are subject to change, please check with your distributor for product availability.**

## FOR MORE INFORMATION

We continue to be committed to providing you with thorough, well-coordinated communication in advance of each transition phase, as well as the dedication of our entire distributor team to address any questions or concerns you may have. **Our dedicated website: CareInitiative.com**, will continue to be available as a resource for all relevant information and real-time updates. Should you have any questions about the enclosed information, please contact your distributor manager. You may also call Nestlé HealthCare Nutrition's CARE Initiative hotline at **1.800.315.9801** or use the "Contact Us" section of the **CareInitiative.com** website for direct feedback on questions.