

# CARE INITIATIVE

## MONTHLY NEWSLETTER

OCTOBER 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 October, 2011, which will bring several branding changes to our Medical Foods portfolio as well as some graphics changes. Please remember, in-market dates are subject to change, you will need to check with your distributor for specific product availability.

### PRODUCT REBRANDING

The following foodservice products previously branded as DIETSOURCE® products or NUTRISOURCE® products will be re-branded with the RESOURCE® name. Case/each UPCs, product codes and pricing will remain the same on these products. Please update your systems with the updated product descriptions, as well as the specific in-market dates.

FORMER Product Description	NEW Product Description	Product Code (No Change)	Case UPC (GTIN) (no Change)	Estimated In-Market Date
DIETSOURCE® Sugar Free Gelatin Mix, Assorted Red 15 x 3.25 oz	RESOURCE® Sugar Free Gelatin Mix, Assorted Red 15 x 3.25 oz	00192500	10043900019250	Oct 2011
NUTRISOURCE® Quick Custard Mix 6 x 18 oz	RESOURCE® Quick Custard Mix 6 x 18 oz	25510000	10043900255108	Oct 2011
NUTRISOURCE® Quick Reduced Calorie Custard Mix 72 x 0.85 oz pkts	RESOURCE® Quick Reduced Calorie Custard Mix 72 x 0.85 oz pkts	23410000	10043900234103	Oct 2011
DIETSOURCE® Sugar Free Pudding Mix, Instant, Vanilla 24 x 3.4 oz	RESOURCE® Sugar Free Pudding Mix, Instant, Vanilla 24 x 3.4 oz	00192700	10043900019274	Oct 2011
DIETSOURCE® Sugar Free Pudding Mix, Instant, Chocolate 24 x 3.4 oz	RESOURCE® Sugar Free Pudding Mix, Instant, Chocolate 24 x 3.4 oz	00192800	10043900019281	Oct 2011
DIETSOURCE® Sugar Free Pudding Mix, Instant, Butterscotch 24 x 3.4 oz	RESOURCE® Sugar Free Pudding Mix, Instant, Butterscotch 24 x 3.4 oz	00192900	10043900019298	Oct 2011

## DISCONTINUED PRODUCTS WITH SUGGESTED SUBSTITUTES

Due to insufficient customer demand, we will be discontinuing our PEPTAMEN® OS oral peptide product offering and ARGINAID® Lemon flavor offering. We suggest customers use the PEPTAMEN® Vanilla flavored formula products listed below for patients who need an oral peptide option.

DISCONTINUED ITEMS				SUGGESTED SUBSTITUTES		
Product Description	Product Code	Case UPC (GTIN)	Expected Last Ship Date	Product Description	Product Code	Case UPC (GTIN)
PEPTAMEN® OS, Rich Chocolate 27x 8 Fl oz	37129000	00043900372198	Oct 2011	PEPTAMEN®, Vanilla 24 x 250 mL	9871616260	00798716162609
				PEPTAMEN® with PREBIO1™, Vanilla 24 x 250 mL	9871618185	10798716181850
ARGINAID®, Lemon 56 x 0.32 oz packets	35985000	10043900359851	Oct 2011	ARGINAID® Cherry 56 x 0.32 oz packets	35984000	10043900359844
				ARGINAID® Orange 56 x 0.32 oz packets	35983000	10043900359837

## REMOVAL OF ARTIFICIAL COLORS

Because we recognize that some customers and patients prefer to avoid artificial colorings, part of our CARE Initiative involves reformulation of the small percentage of our products that contain artificial colorings to remove them and, where possible, use natural coloring. While removal of artificial coloring can affect product appearance, rest assured our product formulations will deliver the same high quality you have come to expect from Nestlé HealthCare Nutrition. Please refer to the CARE Initiative Summary Sheet: Phase 1 (Summer 2011) for a complete listing of products having artificial colors removed.

## 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 October, 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 sales team to address any questions or concerns you may have.

**Our dedicated website: [CareInitiative.com](http://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 sales representative. 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](http://CareInitiative.com) website for direct feedback on questions.