

# CARE INITIATIVE

## MONTHLY NEWSLETTER

AUGUST 2011

We hope you found the first issue of the CARE Monthly Newsletter helpful and informative. This edition of the newsletter will focus on changes taking place in the month of August, 2011. Please remember, in-market dates are subject to change, check with your distributor for product availability.

### PRODUCT RENAMING (Expected In-Market Date: August 2011)

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

RESOURCE® BENEFIBER® will be renamed NUTRISOURCE® FIBER. As a result of this name change, this product will be receiving a new product code, case UPC (GTIN), and each UPC. There are **no** changes to the product formulation or case specifications. The anticipated last ship date for the current BENEFIBER® product name and codes is around the September, 2011 timeframe.

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.

Product Description	Product Code	Case UPC (GTIN)
NUTRISOURCE® FIBER Powder 4 x 7.2 oz Canister	4390097551	10043900975518
NUTRISOURCE® FIBER Powder 75 x 4g pkts	4390097648	10043900974685

### PRODUCT DISCONTINUATIONS

Due to insufficient customer demand, we have discontinued our PEPTAMEN® OS 1.5 oral peptide product offering. We suggest customers use the PEPTAMEN® 1.5 Vanilla flavored formula product listed below for their patients who need an oral peptide option. Please contact your distributor if you have any questions on product availability.

DISCONTINUED ITEMS			
Product Description	Product Code	Case UPC (GTIN)	Expected Last Ship Date
PEPTAMEN® OS 1.5, Vanilla 27 x 8 fl oz	37122900	00043900372297	Late July/Early August 2011

SUGGESTED SUBSTITUTE(S)		
Product Description	Product Code	Case UPC
PEPTAMEN® 1.5, Vanilla 24 x 250 mL	9871618190	00798716181907

## PRODUCT REFORMULATIONS

### NOVASOURCE® RENAL FORMULA

NOVASOURCE® RENAL formula has been reformulated to provide more protein in the same volume. Sodium, potassium and chloride content have been standardized for the 237 mL Tetra Brik® and the 1 Liter (1000 mL) UltraPak® closed system container. There are no changes to the product code or pricing. Both items will be updated with new packaging graphics and the current 1 Liter (1000 mL) bottle offering will transition to the UltraPak® system at this same time. The following table gives you additional product specifications. 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)	Expected In-Market Date
NOVASOURCE® RENAL 27 x 8 oz	NOVASOURCE® RENAL 27 x 237 mL	35110000	10043900351107	August 2011
NOVASOURCE® RENAL SpikeRight® 6 x 1000 mL	NOVASOURCE® RENAL SpikeRight® UltraPak® 6 x 1000 mL	35180100	10043900351800	August 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 August.

## NOW AVAILABLE

### IMPACT® PEPTIDE 1.5 FORMULA

IMPACT® PEPTIDE 1.5 formula is now available! IMPACT® PEPTIDE 1.5 formula is a peptide-based, immune-modulating formulation for critically ill patients—which combines selected ingredients found in our CRUCIAL® formula that help support patient tolerance with IMPACT® 1.5 formula's unique blend of arginine, omega-3 fatty acids and dietary nucleotides to support the immune system. This new product is available in both open system and closed system formats. Both CRUCIAL® and IMPACT® 1.5 formulas will remain in our product portfolio until later in 2011, and will be discontinued at that time.

Product Description	Product Code
IMPACT® PEPTIDE 1.5 24 x 250 mL	4390097400
IMPACT® PEPTIDE 1.5 UltraPak® 6 x 1000 mL	4390097371

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

## FOR MORE INFORMATION

We are 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. We are also providing a dedicated website, [CareInitiative.com](http://CareInitiative.com), which will be your "one stop shop" for all relevant information and real-time updates. Should you have any questions about the enclosed information, please contact your Nestlé HealthCare Nutrition Account 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](http://CareInitiative.com) website for direct feedback on questions.