




## Good Start® is Pediatricians' #1 choice for easiest formula on baby's tummy<sup>o</sup>

	Sizes	UPC	SCC	Application	Features & Benefits
<b>Stage 1 Infant Formulas (0+ Months)</b>					
<b>Good Start® Plus 1 powder</b> 	6x359g	850050030263	10850050030260	Our closest formula to breast milk	<ul style="list-style-type: none"> <li>• With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>• Contains probiotic <i>B. lactis</i>, which supports a healthy gut microbiota</li> <li>• Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain and eye development</li> <li>• With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>• Non-GMO*</li> </ul>
	4x1.02kg	850050030096	10850050030093		
<b>Good Start® Plus 1 Ready to Feed Nurser Bottles</b> 	6x(8x89ml)	850050030201	10850050030208	Our closest liquid formula to breast milk	<ul style="list-style-type: none"> <li>• With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>• Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain and eye development</li> <li>• With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>• Non-GMO*</li> </ul>
<b>Good Start® Plus 1 Ready to Feed Tetras</b> 	15x250ml	850050030133	850050030294	Our closest liquid formula to breast milk	<ul style="list-style-type: none"> <li>• With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>• Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain and eye development</li> <li>• With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>• Non-GMO*</li> </ul>
<b>Good Start® Plus 1 Concentrated Liquid</b> 	12x240ml	850050030157	850050030317	Our closest liquid formula to breast milk	<ul style="list-style-type: none"> <li>• With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>• Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain and eye development</li> <li>• With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>• Non-GMO*</li> </ul>
<b>Good Start® 1 powder</b> 	6x900g	850050030065	10850050030062	Complete nutrition**	<ul style="list-style-type: none"> <li>• With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>• Non-GMO*</li> </ul>
<b>Good Start Soothe™ powder</b> 	6x340g	850050030119	10850050030116	Our most advanced formula for sensitive tummies	<ul style="list-style-type: none"> <li>• Only formula with probiotic <i>L. reuteri</i></li> <li>• With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>• Reduced level of lactose<sup>†</sup></li> <li>• Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain and eye development</li> <li>• With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>• Non-GMO*</li> </ul>
	4x942g	850050030126	10850050030123		

	Sizes	UPC	SCC	Application	Features & Benefits
<b>Stage 2 Infant Formulas (6+ Months)</b>					
<b>Good Start® Plus 2 powder</b> 	6 x 359g	850050030256	10850050030253	Next stage in formula for growing infants	<ul style="list-style-type: none"> <li>Added iron and calcium to complement infants' expanding diet.</li> <li>With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>Contains probiotic <i>B. lactis</i>, which supports a healthy gut microbiota</li> <li>Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain &amp; eye development</li> <li>With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>Non-GMO*</li> </ul>
	4x1.02kg	850050030218	10850050030215		
<b>Good Start® Plus 2 Ready to Feed Tetra</b> 	15x250ml	850050030140	850050030300	Next stage in formula for growing infants	<ul style="list-style-type: none"> <li>Added iron and calcium to complement infants' expanding diet.</li> <li>With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain &amp; eye development</li> <li>With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>Non-GMO*</li> </ul>
<b>Good Start® Plus 2 Concentrated Liquid</b> 	12x240ml	850050030164	850050030324	Next stage in formula for growing infants	<ul style="list-style-type: none"> <li>Added iron and calcium to complement infants' expanding diet</li> <li>With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>Expert recommended levels of DHA<sup>1</sup>, which supports normal physical brain &amp; eye development</li> <li>With 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>Non-GMO*</li> </ul>
<b>Good Start® 2 powder</b> 	6x900g	850050030072	10850050030079	Next stage in formula for growing infants	<ul style="list-style-type: none"> <li>Added iron and calcium to complement infants' expanding diet</li> <li>With Comfort Proteins®, 100% whey partially broken down using our unique process for small tummies</li> <li>Non-GMO*</li> </ul>
<b>Nutritional Toddler Drink (12+ Months)</b>					
<b>Good Grow® Toddler Drink</b> 	6x850g	Vanilla: 850050030225	Vanilla: 10850050030222	Milk-based nutritional supplement for toddlers	<ul style="list-style-type: none"> <li>With 27 essential nutrients, including calcium, iron, vitamin D.</li> <li>Contains probiotic <i>B. lactis</i>, which helps support normal gut immune function<sup>†</sup> and a healthy gut microbiota</li> <li>With DHA, which supports normal physical brain &amp; development<sup>††</sup></li> <li>Contains 2'-FL, which helps support digestive health and the immune system<sup>2-4</sup></li> <li>Made with real milk and no artificial flavours or colours</li> <li>Available in two flavours: Milk and Vanilla</li> </ul>
		Milk: 850050030232	Milk: 10850050030239		

### Breast milk provides optimal nutrition for baby.

<sup>1</sup> ADA/DC. *J Am Diet Assoc.* 2007;107:1599-1611. 2. Bode L, et al. *Glycobiology.* 2012;22(2):1147-1162. 3. Goehring K, et al. *PLoS One.* 2016;146(12):2559-2566. 4. Storm H, et al. *Global Pediatr Health.* 2019;6:1-10.

\* More pediatricians trust Good Start® as the most well-tolerated routine infant formula than any other brand. December 2023. Data on file. \*Made with non-genetically engineered ingredients. \*\*Like all infant formulas. † ~30% less lactose vs. other Good Start® milk-based infant formulas. † By maintaining the specific natural digestive tract antibody A (IgA), which may help support clinical outcomes of normal gut immune function. †† Primarily in children under 2 years of age.

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