



# WIC Flash

News from the Arkansas WIC Program  
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*November 17, 2020,*



## Gerber Good Start Soothe and Gerber Good Start Powder Update

Gerber Company has some upcoming changes to their product name and appearance of the can. Participants may purchase either the old or the new products. The UPC and can amounts will not change.

### 1) Gerber® Good Start® Soothe 12.4oz Powder

This infant formula will return to the SoothePro formulation resulting in a protein source, name, and graphics change on a flow-through basis:

- Timing is late-January 2021 with a flow-through at retail stores.
- There are no changes to the reconstituted ounces and UPC (050000624003).



Current Product Description	New Product Description
Gerber® Good Start® Soothe 12.4oz Powder	Gerber® Good Start® SoothePro 12.4oz Powder

Current Graphics	New Graphics – Starting late January 2021

## 2) Gerber® Good Start® Gentle 12.7oz Powder

This infant formula packaging will have a temporary change on a flow-through basis:

- Timing is Mid-December 2020 with a flow-through at retail stores
- The lid will change from blue to clear/opaque
- The scoop will change from clear to yellow
- This temporary change is estimated to last until March 2021
- There are no changes to the formula, reconstituted ounces, and UPC (050000216673)

Current Lid	Temporary Lid – Starting Mid-Dec 2020
	

If you have questions or concerns, please contact Gayla Lanum at 501-280-4675 or email [gayla.lanum@arkansas.gov](mailto:gayla.lanum@arkansas.gov). You may also contact De'Shunda Davis at 501-661-2689 or email [deshunda.davis@arkansas.gov](mailto:deshunda.davis@arkansas.gov).

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