



April 2010

Dear Health Care Professional:

Abbott Nutrition is pleased to announce two innovations that will benefit both you and your patients!

The addition of EarlyShield to Similac Advance in 2008 has been a great success. With this overwhelming success, we are proud to announce the addition of EarlyShield to our tolerance formulas, Similac Sensitive and Similac Sensitive Isomil Soy (formerly Isomil Advance).

The addition of EarlyShield offers multiple benefits to the current Similac Sensitive and Isomil Advance formulas. Now only Similac offers tolerance formulas with prebiotics to help promote digestive health, and added carotenoids to help support healthy cells. In addition, the new formulations continue to provide the benefits of the current formulation, including DHA and ARA for brain development, nucleotides for the developing immune system, and a palm olein-free fat blend for calcium absorption and bone development. Similac Sensitive and Sensitive Isomil Soy are gluten-free, kosher and halal. Similac Sensitive is not intended for use by infants or children with galactosemia.

The addition of prebiotics to Similac Sensitive contributes a small amount of inherent lactose to the new formulation but the amount of lactose remains very low, with 0.2% (1/500<sup>th</sup>) of the amount in standard milk-based infant formula. You can be assured that Similac Sensitive will continue to provide a reliable milk-based formula option for managing infants with fussiness and gas due to lactose sensitivity.

The second innovation is a breakthrough in making formula recommendations easier on you and your patients, while meeting every baby's nutritional needs. Abbott Nutrition is proud to announce our new labeling system.

All of our Similac products will be placed under one of our four distinct color-coded nutritional categories: **Advance**, **Sensitive**, **Expert Care** and **Go & Grow**. In addition, select products have adopted new names, and labels, and caps have also been color-coded (see image on back side). These changes will make it easier for Moms to follow your recommendation and locate our product by color on a store shelf. With our new labeling system, you will still be recommending the same nutritional products, backed by years of scientific research.

Over several months beginning in April 2010, Abbott Nutrition will be making the transition to our new design and names in all retail stores. Therefore, Mom may see both sets of labels, but she can continue to feed her baby either our current or relabeled formula while we make a complete transition.

We'd like to thank you for your recommendations and for making Similac the #1 brand fed in hospitals! If you have any questions about our product innovations, please feel free to reach out to your Abbott Nutrition Representative for more details, or you may visit [www.Similac.com](http://www.Similac.com) to read more.

## Advance



Similac® Advance®



Similac® Advance® Organic

## Sensitive



Similac Sensitive®



Similac Sensitive Isomil Soy™



Similac Sensitive For Spit-Up™

## Expert Care



Similac Expert Care™  
Alimentum®



Similac Expert Care™  
NeoSure®



Similac Expert Care™  
For Diarrhea

## Go & Grow



Similac Go & Grow®  
(milk-based)



Similac Go & Grow®  
(soy-based)

Sincerely,

A handwritten signature in black ink that reads "Larry Williams, MD".

Larry Williams, MD  
Senior Medical Director  
Abbott Nutrition