

# New Neocate® Packaging – Great New Look, Same Great Products!

August 2012

Dear Valued Customer,

Nutricia North America will soon have a **new and improved packaging look** for Neocate Junior (similar to our new Prebiotics Vanilla) and Neocate Nutra. This new packaging look will begin shipping starting in September.

Neocate Junior varieties will have **no change in can size, price, codes or ingredients**. Neocate Junior remains the same great product with the same great benefits!

## Benefits of new packaging:

- Clearer flavor communication and differentiation
- Simpler easy-to-read preparation
- Neocate Junior: Big and bold cup icon indicates for children 1 year and older

Neocate Nutra will have a big and bold bowl and spoon icon to indicate it is a food item for children 6 months and older. Neocate Nutra will have **no change in can size, however the codes and case pack will be changing**. Neocate Nutra case size will change from a 3 pack to a 4 pack.

Please update your purchasing system when ordering Neocate Nutra (see new Neocate Nutra codes below).

Neocate Nutra	OLD	NEW
Pack Size:	400 grams x 3 cans	400 grams x 4 cans
Nutricia Product Code:	12910	66739
NDC code:	49735-0129-10	49735-0167-39

## Neocate Nutra Ingredient Change

The corn starch will be replaced with a pregelatinized rice starch which is highly refined to remove any rice protein leaving purely the starch component. The change to hypoallergenic rice starch was necessitated by a limited supply of hypoallergenic corn starch. This change will maintain the highest quality Neocate Nutra for your patients.

To help you identify the new packaging upon its arrival, please see the new look (to the right).

Clinically proven Neocate – the trusted family of amino acid-based nutrition shown to be effective in the dietary management of food allergy-associated conditions such as CMA, MFPI, EoE, SBS, GERD and other GI conditions.

If you or caregivers have any questions, please call our Customer Service Department toll-free at **1-800-NEOCATE**, Monday through Friday, 8:30 am – 7:00 pm EST, or visit [www.Neocate.com](http://www.Neocate.com).

Sincerely,  
Neocate's Specialized Pediatric Team

