

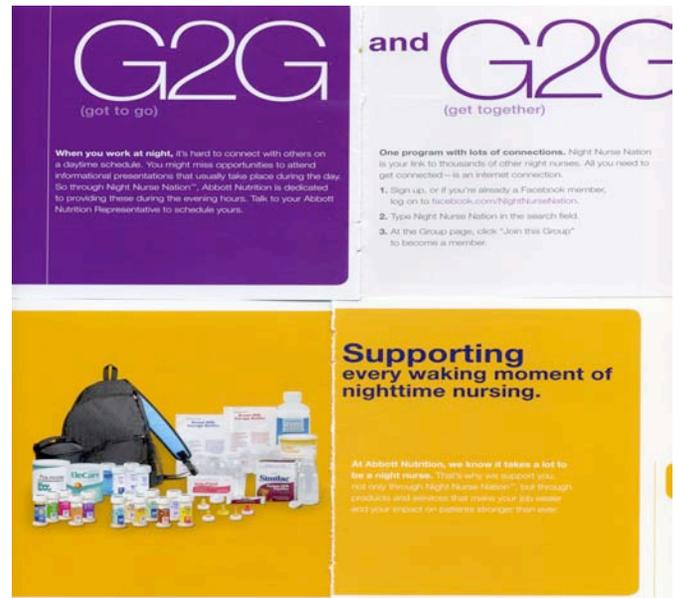


Branching Out New Dimensions in Infant Formula & Baby Bottle Marketing

Infant formula manufacturers are pursuing a course of marketing their products by enticing health care providers into a web of educational services disguised as support for professionals. Mothers are being lured to formula company-sponsored infant feeding information rather than relying on knowledgeable health care providers for help with breastfeeding. Clinicians may wish to be aware of these new tactics, avoid their use, and inform their colleagues to do the same. Health providers are also encouraged to refrain from giving mothers formula company materials or referring them to formula company-sponsored support services or events. Baby bottle and nipple manufacturers are making bolder claims that confuse mothers into believing that a bottle and artificial nipple are equivalent to feeding at the breast.

Night Nurse Nation - Abbott Nutrition

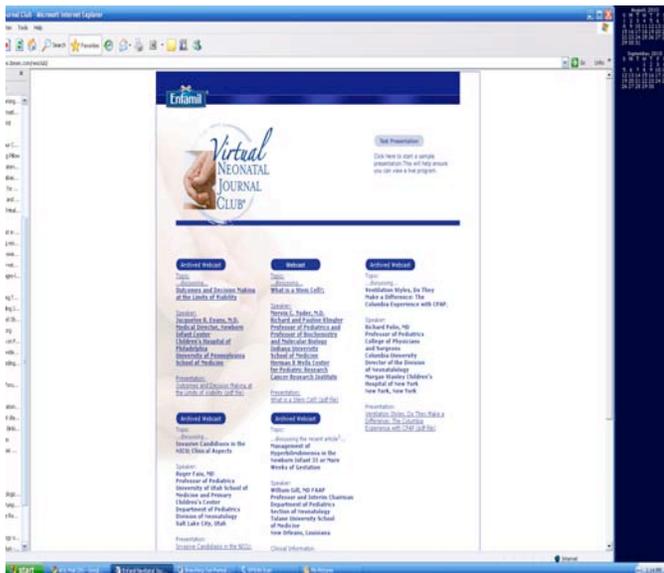
Educational programs are offered at night to assure that night nurses are exposed to formula company marketing. “At Abbott Nutrition, we know it takes a lot to be a night nurse. That’s why we support you, not only



through Night Nurse Nation, but through products and services that make your job easier and your impact on patients stronger than ever.” Grateful night nurses are targeted to help promote the use of formula at night.

Virtual and Offsite Neonatal Journal Clubs- Mead Johnson

Journal clubs prey on nurses’ need to belong and be part of a friendly group of peers. Selected journal articles are discussed on line. Other clubs are held offsite from the hospital with speakers, food, and company marketing materials. This “free” education is designed to help nurses look favorably upon the company and these positive experiences are designed to break down the professional barriers that should exist between health care providers and vendors.



RN Leadership Conference – Nestle

Hospital management is targeted by inviting nursery managers to formula company-sponsored conferences. Attendance represents a conflict of interest as any health provider information should be free from commercial interest.



New Jersey RN Leadership Half Day Event

You are invited to attend a complimentary event for Nursery RN Managers in New Jersey.
Tuesday, August 10, 2010
10:00am – 2:30pm

Nestlé Nutrition Corporate Headquarters
 12 Vreeland Rd., 2nd Floor
 Florham Park, NJ 07932

Attendees to this program will receive a complimentary copy of the book, "AWHONN's Perinatal Nursing", co-published with AWHONN and Kathleen Rice Simpson.

Please RSVP by August 5th to:

Catherine Lynch, RD
 Catherine1.lynch@us.nestle.com

Conference Objectives:

- Peer to Peer discussion and collaboration of research completed at various birthing hospitals in NJ.
- "Impact of a Formal Breastfeeding Education Program," Pamela Mellin, RNC, MSN, Perinatal Clinical Nurse Specialist, Atlantic Health System, NJ
- "Hourly Rounding to Improve Patient Satisfaction," Eileen D'Alessio, RN, MSN, Nurse Manager, Maternal Child Health, Christ Hospital, Jersey City, NJ
- "A Phenomenological Study Exploring the Perceptions and Lived Experiences of First Time Breastfeeding Mothers," Karen Phillips, MSN, RN, IBCLC, ICCE, Lactation Consultant, Saint Clare's Hospital, Denville, NJ
- "The Development and Implementation of an Evidence-Based Breastfeeding Protocol for a Maternity Unit", Patricia Swanson, RNC-OB, MSN, IBCLC, Assistant RN Manager, Hackettstown Regional Medical Center, Hackettstown, NJ
- Round table discussion on the JCAHO Guidelines for Exclusive Breastfeeding
- Share insights with Nestlé Infant Nutrition Marketing Department and learn about new programs in the pipeline.
- Attend lecture on "Evolution of Infant Formulas: Composition versus Function," featuring Jose Saavedra, MD, FAAP, Director, Medical and Scientific Affairs, Nestlé Nutrition North America, and Associate Professor of Pediatrics, Division of Gastroenterology and Nutrition, Johns Hopkins University School of Medicine

Full sponsorship of this education program is being offered as part of Nestlé USA's ongoing commitment to support medical education. We look forward to your participation.

“Attend lecture on “Evolution of Infant Formulas: Composition versus Function” featuring Jose Saavedra, MD, FAAP. Director, Medical and Scientific Affairs,

Nestle Nutrition North America. Full sponsorship of this education program is being offered as part of Nestlé USA’s ongoing commitment to support medical education.”

Pediatric Resident Learning Center– Abbott Nutrition

Abbott is making a strong push to reach as many health care providers as possible to market its infant formula products. In an effort to reach pediatric residents and residency directors Abbott has developed a free on-line pediatric nutrition curriculum (www.residentlearningcenter.com) that includes a module about breastfeeding. They claim that the curriculum meets the American Board of Pediatrics content specifications and the ACGME guidelines. They are circulating a list of 100 programs that Abbott claims reviewed the program and have agreed to incorporate it into their own curriculum. To view the program one must sign up and agree to allow Abbott to use your name and affiliation in its marketing efforts for the program. There are numerous residency curricula available that are free of commercial influence. Residents deserve top notch education on breastfeeding not infant formula commercials.



Feeding Expert – Abbott Nutrition

Abbott is urging staff nurses to pass out contact information for mothers to call to obtain breastfeeding help from minimally trained employees (not IBCLC certified lactation consultants as the pamphlet implies) through an Abbott sponsored program. Another hospital-distributed pamphlet offers a discount on formula if parents order a **case** of 2oz bottles.

Expert feeding help. To comfort both you and your little one.

FeedingExpert from Similac

For answers to your feeding questions anytime, call 800-988-8800. Se habla español.

Visit FeedingExpert.com for other helpful tips & information.

Feeding Expert follows the **Baron Schmitt Telephone protocol** used by children's hospitals nationwide.

LifeCare by Abbott

*Lactation consultants provided by LifeCare, Inc.

Similac from Abbott

FeedingExpert from Similac

24/7 live help • Nurses & lactation consultants available
800-988-8800 • FeedingExpert.com

Similac® Advance® Designed to help support your baby's immune system.

Protecting your baby comes naturally to you. And one of the best ways you can do that is to help her develop a strong immune system.

Similac Advance has EarlyShield® for immune support.

EarlyShield has immune-supporting nucleotides, and probiotics and carbohydrates – special nutrients found in breast milk.

- Nucleotides:** Our unique level and blend designed to match breast milk to help promote the immune system and help build antibodies.
- Probiotics:** Special cultured bacteria which clinical research suggests promote the good bacteria in your baby's digestive tract. These bacteria help support a strong immune system.
- Carotenoids:** Special nutrients found in breast milk. Research shows carotenoids are an antioxidant helping to support cells.

A strong immune system starts with a healthy digestive system.

About 70% of your baby's immune system is found in the digestive tract. So developing a strong immune system starts with creating a healthy digestive system. Similac Advance has EarlyShield for immune support. EarlyShield has immune-supporting nucleotides, and probiotics and carbohydrates – special nutrients found in breast milk.

48 bottles per case*
Save 75%
Only \$19.99 when you purchase 1 case of Similac® Advance® 2-4oz Ready-to-Feed Infant Formula (Includes FREE priority shipping)

To order, visit www.similacstore.com
24 hours a day
Special Offer Code: **18SIMLAC**
Offer expires: August 31, 2010

MAKE SURE MOM'S KNOW GREAT DEAL!

While you protect her on the outside, we'll help protect her on the inside.

Exclusive Hospital Offer
Save 75% when you order online.
(Special offer for a limited time.)
See reverse side of this brochure for details.

Similac from Abbott

Your newborn and infant care **WAITING ROOM COMPANION**

WebMD Baby the Guide | www.webmd.com | www.baby.com | www.pregnancy.com

Growth Chart
Tracking first milestones

Formula for success
Expert tips for feeding your baby

Chyler Leigh
Paging Dr. Mom! How she balances three kids and *Grey's Anatomy*

The Gerber Generation

is pumped about Probiotics

GOOD START

Gerber® Good Start® Probiotic Plus® is a one-of-a-kind formula made with gentle whole grains and immune system supporting probiotic like those found in breastmilk. Gerber.com

WebMD Baby- Nestle

WebMD the Magazine published a print issue targeting new parents. Obstetricians and pediatricians received hundreds of unsolicited copies in the mail to place in their waiting rooms. The 10 page magazine is one long commercial for Gerber (Nestle) infant formula. A short unhelpful sidebar positions breastfeeding as problematic. Readers are referred to WebMD's online baby center which is completely funded by Nestle and blanketed with ads for Gerber formula.

Gerber Generation Celebration House Party - Nestle

Personal recommendations drive much of the purchasing decisions of consumers. HouseParty.com provides a venue for companies to market their products through parties held in the homes of consumers. Mothers sign up to host a party for Gerber products, which are sent to the home and distributed to guests. The host receives a box of products for herself and reports back to House Party on the success of the event. For a small investment, Nestle bribes mothers to market products to other mothers, knowing that this will result in the purchase of numerous other Gerber products besides infant formula.

DEEP ENGAGEMENT MEASURED & REPORTED
 House Party measures how deeply our parties get people to engage with a brand. Online and offline activities are measured and reported.

Monday, May 17 2010, 11:27 am



They came. They celebrated the Gerber Generation. They had a great time!

From the **Gerber Generation Celebration House Party** Event Party day has come and gone, but across the country, hosts and guests are still raving about the Gerber Generation Celebration House Party™!

- Did you and your guests enjoy getting the GERBER product samples?
- What did everyone seem to enjoy most about the party?
- How did you like the party pack?
- Did everyone upload party pictures? **Share all the fun moments with others, here!**



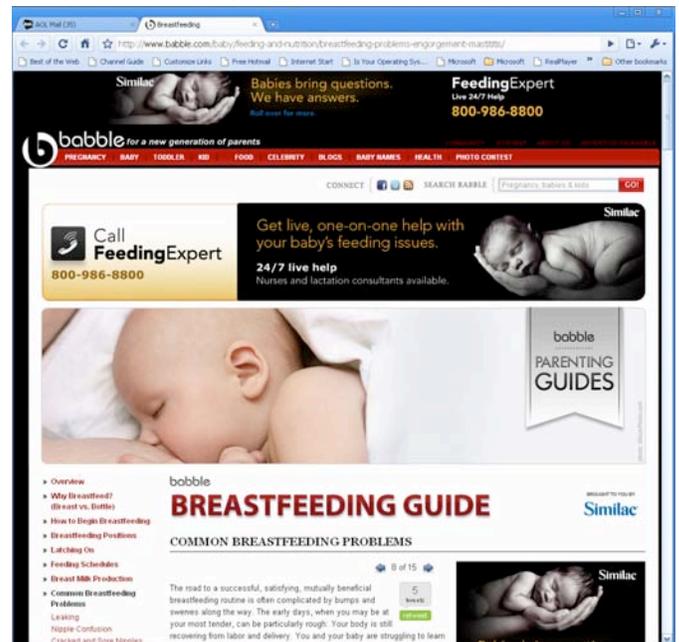
Continuing education for health providers – Mead Johnson

Mead Johnson sponsors on-line continuing education for physicians at www.pediatricnutritionce.org, enticing health care providers into formula-company dominated websites related to pediatric nutrition.



“Feeding Expert” shows up on major parenting websites – Abbott

Babble.com was enticed into displaying a large section on breastfeeding sponsored by Abbott. It featured a rather unhelpful breastfeeding guide which has been taken down following a storm of protest. Babble now has a large ad for Abbott’s service, promising free access to nurses and lactation consultants. However the lactation consultants are not IBCLC credentialed.



Abbott has also enticed pediatric practices around the country to advertise Abbott’s free “Feeding Expert” hotline. When a breastfeeding mother calls this number she is connected not with an IBCLC credentialed lactation consultant, but an employee of a company called LifeCare (provides worksite

support services) who has taken a one week on-line breastfeeding course.



AWHONN succumbs to formula company funding

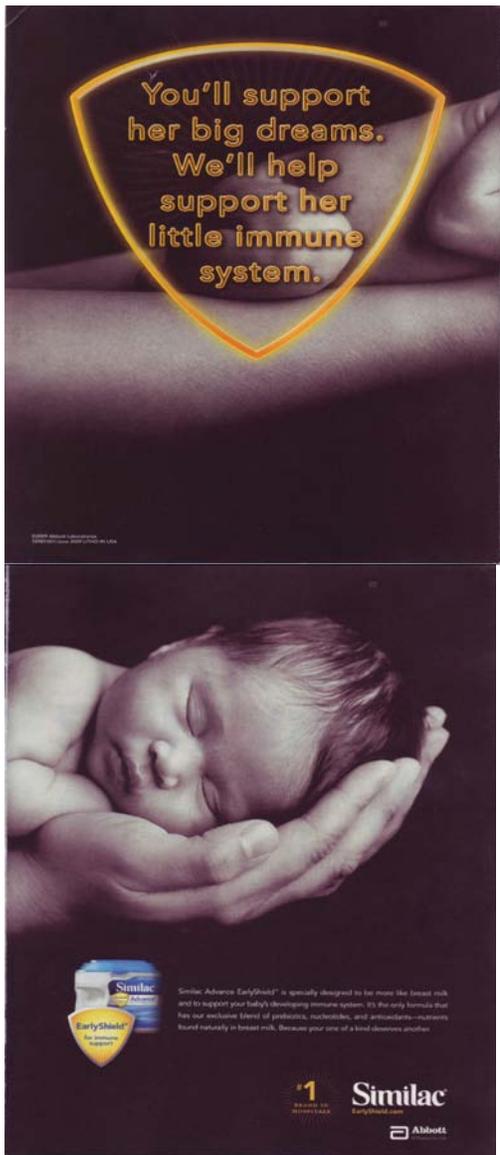
The Association of Women's Health, Obstetric, and Neonatal Nurses (AWHONN) has accepted infant formula ads from Abbott for their consumer publication. Misleading formula ads promising enhanced immune systems from feeding infant formula are in stark contrast to AWHONN's position on breastfeeding.



PEDI MED CENTER For you breastfeeding mothers, there is now a hotline that is provided by Similac for questions/concerns regarding breastfeeding. It's a 24/7 hotline that provides nurses and lactation consultants to discuss feeding concerns. The number is 800-986-8800 and the website is FeedingExpert.com. Hope this is helpful to any mother having breastfeeding problems or questions.
June 17 at 2:15pm

Carrie Benton-Wemy Good to know but I would rather have a Dr. **Nefus-Nabulsi** hotline | LOL | I credit her for my feeding success, she is wonderful
June 17 at 9:12pm · Flag





Abbott compensated bloggers for positive reviews of iPhone app

Abbott compensated a number of mommy bloggers to write positive reviews and recommend the use of Abbott's iPhone and iPod Touch app that tracks baby's feeding, sleeping, and diapers. If baby doesn't perform as the app expects, mothers are directed to call Abbott's "feeding expert" help line. The app is free and "suggests the next feeding time, lets you view trends that can help predict a daily feeding schedule."



Feeding Trends

See feeding duration graphs and important stats like average time between feedings, average amounts consumed, average duration, and total bottles. Email these reports to your pediatrician or dad with the tap of a finger.



Learn what to expect from your baby.

Feeding Journals

Whether you breast or bottle feed, the Baby Journal app makes it easy to track the details. The app instantly creates a journal entry and summary that suggests the next feeding time, lets you view trends that can help predict a daily feeding schedule, and can instantly connect you with feeding tips and a live feeding expert.



Medela

Medela introduced their Calma nipple in Europe with text idealizing its use as similar to breastfeeding. The rest of this ad states, "...similar as on the breast," "Your baby has a natural feeding behavior and with Calma he is able to maintain this."

With Calma, your baby can breathe, feed and pause similar as on the breast – Calma makes the difference.

Switching between breast and bottle has never been easier

Naturally you want to provide the best for your baby and when breastfeeding, you can be assured you are doing the right thing. Not only is the milk you provide the optimal food, you are also providing immunity and supporting optimum development. However, even when away from your baby you can continue to provide breastmilk. Using a breastpump, you can cover those times you are apart.

Finding the right solution to feed your expressed breastmilk can be a challenge, as the feeding technique between breast and bottle is so different. Calma, however, provides the ideal solution. Your baby has a natural feeding behaviour and with Calma he is able to maintain this. Switching from breast to bottle and back again becomes so easy.

medela

Products | Stories | Good to know | Research at Medela | Presses | For Professionals

Calma

Breastfeeding is always best for your baby, but sometimes it is not possible to breastfeed naturally. Calma is an alternative to breastfeeding for mothers wishing to feed their babies with breastmilk.

- Allows babies to retain their natural feeding behaviour learned on the breast.
- Babies can drink, breathe and pause regularly.
- Enables an easy transition from the breast to the breast and back.
- One size is sufficient for the entire breastfeeding period, just as in nature.
- The ideal feed for your baby - we recommend introducing a feed when breastfeeding is established.

Where to buy

Baby will take the bottle in a similar way to breastfeeding! Very impressed!

This new feed ensures that babies do not have to change their natural feeding behaviour. Whether you breastfeed or use Calma - the milk only flows when the baby "works" for it.

Calma: developed by experts for experts

What you like to introduce Calma, a world innovator, to your colleagues, employees or interested professionals? It's easy to do by using

Send a recommendation

Diagnose's name
Diagnose's email
Your name
Your email
Your message (max. 500 characters)

Send samples of data

Preview

Nuk

Text states that, “Nuk orthodontic nipple simulates Mom’s nipple shape, allowing baby to feed more naturally,” “Nuk orthodontic pacifier shape mimics Mom’s nipple to promote healthy oral development,” “...our unique, orthodontic nipple shape is designed by doctors to mimic mom’s breast during breastfeeding. This limits nipple confusion, enhances teeth formation, eases digestion, and heightens speech development.”

Developed to be the next best thing to mom.

MOM'S NIPPLE takes on a unique shape when breastfeeding.

NUK'S ORTHODONTIC NIPPLE simulates Mom's nipple shape allowing baby to feed more naturally.

NUK'S ORTHODONTIC PACIFIER shape mimics Mom's nipple to promote healthy oral development.

The NUK System™

Just like NUK® pacifiers — the #1 pacifier brand in North America — our unique, orthodontic nipple shape is designed by doctors to mimic mom's breast during breastfeeding. This limits nipple confusion, enhances teeth formation, eases digestion, and heightens speech development. All are benefits you'll find in our pacifiers and bottles, which help ease your baby's transition from breast to bottle — and back.

Look for our new **trendline** infant collection offering coordinated, fun and colorful products.

Orthodontic Nipple with BPA-Free Anti-Colic Air System™ Technology

NUK Understanding Life

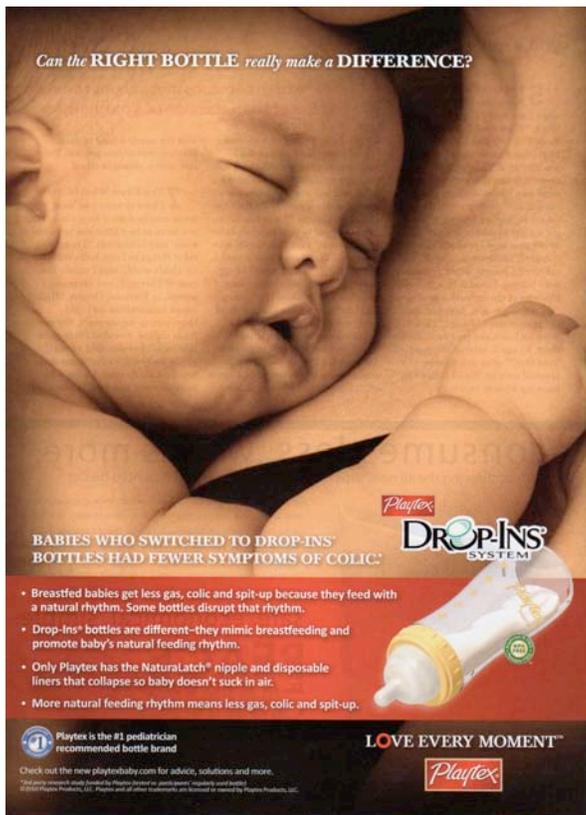
This set of information about the Calma nipple asks health care providers to introduce and recommend this nipple to other health care providers. This promotes the marketing of this nipple to mothers directly by health care professionals.

<http://ready-4-calma.com/>

Playtex

Text in the Platex Drop-Ins ad states that, “Drop-Ins bottles are different – they mimic breastfeeding and promote baby’s natural feeding rhythm.” “Babies who switched to Drop-Ins bottles had fewer symptoms of colic.”

Text in the Playtex VentAire bottle ad promises less gas, colic, spit up, and ear infections. Ear infections are purported to be reduced due to the angled design of the bottle which promotes a semi-upright feeding position.



Can the **RIGHT BOTTLE** really make a **DIFFERENCE**?

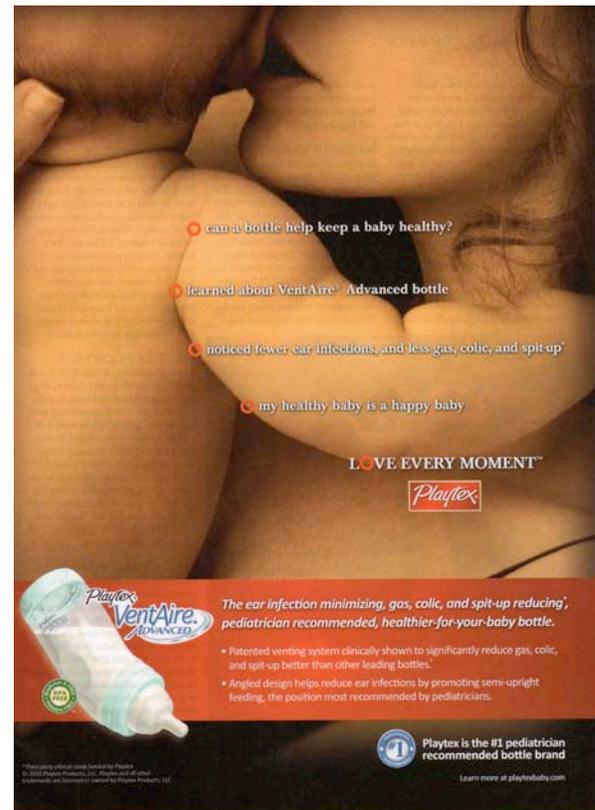
BABIES WHO SWITCHED TO DROP-INS® BOTTLES HAD FEWER SYMPTOMS OF COLIC.*

- Breastfed babies get less gas, colic and spit-up because they feed with a natural rhythm. Some bottles disrupt that rhythm.
- Drop-Ins® bottles are different—they mimic breastfeeding and promote baby's natural feeding rhythm.
- Only Playtex has the NaturalLatch® nipple and disposable liners that collapse so baby doesn't suck in air.
- More natural feeding rhythm means less gas, colic and spit-up.

Playtex is the #1 pediatrician recommended bottle brand

Check out the new playtexbaby.com for advice, solutions and more.

*2012 Pediatrician Recommended Bottle Survey. © 2012 Playtex Products, LLC. Playtex and all other trademarks are owned by Playtex Products, LLC.



can a bottle help keep a baby healthy?
learned about VentAire® Advanced bottle
noticed fewer ear infections, and less gas, colic, and spit-up!
my healthy baby is a happy baby

LOVE EVERY MOMENT™

Playtex

The ear infection minimizing, gas, colic, and spit-up reducing*, pediatrician recommended, healthier-for-your-baby bottle.

- Patented venting system clinically shown to significantly reduce gas, colic, and spit-up better than other leading bottles.*
- Angled design helps reduce ear infections by promoting semi-upright feeding, the position most recommended by pediatricians.

Playtex is the #1 pediatrician recommended bottle brand

Learn more at playtexbaby.com

Dr. Brown's bottle system

Dr. Brown's bottles promise that their use will reduce colic and preserve vitamins. Mothers receive “testimonials” from message boards, friends, social networking sites, and their sister stating that Dr. Brown's bottle is the best. This encourages mothers to obtain infant feeding information from anecdotal sources rather than health care providers.



nine message boards;
three friends;
two social networking sites,
and your sister have all
said the same thing ...

"this is simply the best bottle."

Talk is never cheap when it comes from a mom. Learn more about the baby bottle that reduces colic and helps maintain vitamins, now at bestbottle.com

It's a natural. Dr. Brown's

Avent

Avent feeding bottles claim to reduce colic, especially at night and that use of this nipple makes it easier to combine breastfeeding and bottle-feeding.



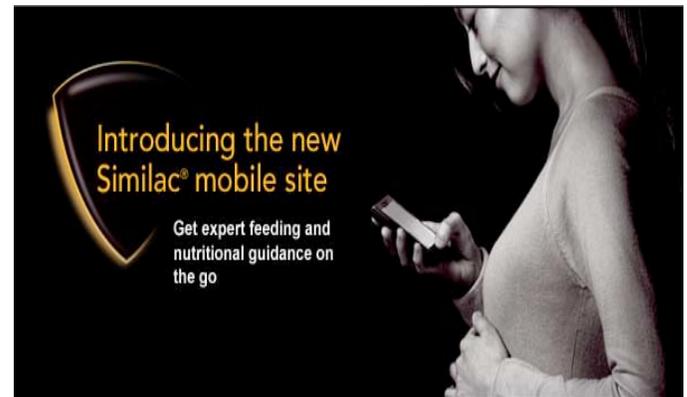
Born Free bottle system

Idealizing text states that, “BornFree® bottles combine naturally with breastfeeding. The natural shape of the BornFree® silicone nipple, with its broad base, allows your baby to alternate easily between breast and bottle.”

“In addition, similar to breastfeeding, the ActiveFlow™ starts a steady flow of breast milk only when your baby suckles making BornFree® bottles the perfect bottle for combination breast and bottle feeding.”



Abbott's mobile phone site



“Similac is now mobile. The mobile site includes all Similac product information, as well as expert nutritional guidance for you during your pregnancy through your baby's first year.”



Product Information

- Browse **Product Details** for every Similac formula option
- Use the Similac **Formula Finder** to help you choose the right formula for your baby
- Use the **Store Locator** to find out where you can buy Similac at stores near you.
- Review the **Expert Quick Guides** anytime to find useful information about different feeding choices and common questions.
- Access the **My Pregnancy** overview for week-by-week details about pregnancy, nutrition and fetal development.

Bittylab

Claims for this nipple contain text that state it operates “just like mom’s nipple” and “Promotes proper latching technique to help prevent sore/cracked nipples due to poor latching.”



“BARE air-free baby bottle mimics the whole mother’s breast from shapes & textures to movement, storage & delivery of milk.”

“From the way our nipples extend inside the baby’s mouth to the way milk is dispensed only upon suction without air and natural flow that’s controlled by the baby’s suction strength, BARE is designed to mimic all the characteristics of breastfeeding.”

Mead Johnson promotes WIC availability of Nutramigen to healthcare providers

Mead Johnson endeavors to mine as much money as possible from the WIC program. Healthcare providers are targeted with reminders that Nutramigen is WIC eligible in all 50 states. Ads proclaim that mothers will enjoy 8 to 10 extra days of feeding if healthcare providers recommend Nutramigen over Abbott’s Alimentum.



Women, Infants and Children (WIC®) Program Parents Get 8-10* Extra Days of formula from their WIC food package when you recommend Nutramigen versus Similac Alimentum®



Mead Johnson encourages healthcare providers to give formula samples to mothers

Mead Johnson elicits the help of healthcare providers to do their marketing for them by giving new mothers sample kits of specialty formulas.

**New Enfamil A.R.®,
Enfamil®Gentlease® and
Enfamil®ProSobee® Sample
Kits Now Available**



Quickly communicate product information and indication with these NEW sample kits, and use them as patient education tools when recommending Enfamil AR, Enfamil Gentlease, and Enfamil ProSobee to moms.

NEW sample kits include:

- 8 oz powder trial sample
- \$5 coupon
- Bilingual branded carton
- Mom education literature

Learn More About These Products »



Abbott polishes its image with breastfeeding handouts in 21 languages, workplace lactation programs, and CE credits

Supporting Breastfeeding and Cultural Competency

As an advocate for the health and nutritional well-being of all mothers and babies, as well as a supporter of breastfeeding, Abbott Nutrition extends its commitment with a set of programs to help hospitals and HCPs connect and assist mothers of all cultures with breastfeeding:

- Multilingual Breastfeeding and Support Materials
- Workplace Lactation Programs
- Cultural Competency Programs for CE Credits

Multilingual Breastfeeding and Support Materials

► 1 in 4 infants born in the U.S. is to an immigrant mother.*

Create strong educational guidance for mothers—in 21 different languages—through:

- A more inclusive perspective on infant nutrition and education.
- Educational topics that support and promote breastfeeding initiation, duration, and infant nutrition.
- A tool for multilingual communication. *Center for Immigration Studies

Download at: www.abbottnutrition.com/breastfeeding

Workplace Lactation Programs

► 61% of new mothers identify returning to work as one of the largest barriers to breastfeeding.**

Give breastfeeding mothers tools to re-enter the workforce. Help employers of hourly and lower-wage working mothers establish breastfeeding support in the workplace.

- Provide moms in hourly and lower-wage jobs with informative materials.
- Help employers support employees with breastfeeding babies.
- Aid in the implementation of the Federal Patient Protection and Affordable Care Act.

**Orenberg Quillen Rosen, National Infant Feeding Poll, May 2009

Download at: www.corporatevoices.org/lactation

Cultural Competency Programs for CE Credits

► 1 in 3 U.S. residents is a minority.†

Registered nurses and dietitians can earn CE Credits.

- Understand the relevance of cultural awareness in practice.
- Identify key aspects of cultural and health beliefs that affect infant nutrition practices.
- Appreciate the basic values, beliefs and practices of certain ethnic groups and cultural backgrounds.

†U.S. Census Bureau

Learn more at: www.arhi.org/abbott-learning-center

Multilingual Breastfeeding and Support Materials
Workplace Lactation Programs
Cultural Competency Programs for CE Credits

Mead Johnson settles class action lawsuit

This ruling settles a class action lawsuit for false representation of Enfamil LIPIL as the only infant formula that contains DHA and ARA. Mead Johnson will pay between \$8 million and \$12 million in infant formula and cash.

Legal Notice

If you bought Enfamil LIPIL® Infant Formula, you could get free infant formula or cash from a Settlement.

A Settlement has been reached in a class action lawsuit about whether Mead Johnson & Company, LLC ("Mead Johnson") falsely represented that Enfamil LIPIL® is the only infant formula that contains DHA and ARA. DHA and ARA are healthy fatty acids. Mead Johnson will pay between \$8 million and \$12 million in infant formula and cash. **No one is claiming that Enfamil LIPIL® is unsafe or challenging the nutrition it provides.**

Who's Included?

You are included if you bought Enfamil LIPIL® infant formula in the United States between **October 13, 2005 and March 31, 2010**. You are **not** included in the Class if you received Enfamil LIPIL® infant formula through the U.S.D.A.'s Women, Infants and Children program ("WIC") or bought the product for the purpose of resale.

What Can You Get?

If you purchased Enfamil LIPIL® for 6 months or less, you can get either one 12.5 oz container (or the nearest equivalent) of Enfamil Premium® Infant Formula or up to \$6 in cash. If you purchased Enfamil LIPIL® for more than 6 months, you can get either two 12.5 oz containers (or the

nearest equivalent) of Enfamil Premium® Infant Formula or up to \$12 in cash. If the value of infant formula and cash actually claimed exceeds \$12 million, then benefits will be reduced proportionally.

How to Get Benefits?

You will need to submit a Claim Form to get benefits. You can submit a Claim Form online or by mail. The deadline to submit a Claim Form is **November 25, 2011**. One claim per household.

Your Other Rights.

If you do nothing, your rights will be affected. If you do not want to be legally bound by the Settlement, you must exclude yourself from the Settlement. The deadline to exclude yourself is **August 22, 2011**. If you do not exclude yourself you will not be able to sue Mead Johnson for any claim relating to the lawsuit. If you stay in the Settlement, you may object to it by **August 22, 2011**. The Court will hold a hearing or **September 26, 2011** to consider whether to approve the Settlement and a request for attorneys' fees up to \$3.5 million. You can appear at the hearing, but you don't have to. You can hire your own attorney, at your own expense, to appear or speak for you at the hearing.

For more information or a Claim Form:

1-866-254-8048 www.FormulaSettlement.com

Abbott invades the NICU

Abbott provides a folder for mothers of preterm infants packed with ads extolling the virtues of feeding their preterm infant NeoSure.



The right nutrition at the right time

Similac® NeoSure®

Babies grow and develop faster during the first year than at any other time. You'll want to make the most of that important first year with the right nutrition. American College of Obstetricians and Gynecologists states that: "small, preterm neonates may benefit from the use of such formulas for up to 9 months after hospital discharge."¹



Similac NeoSure contains DHA and ARA, special nutrients found in breast milk that are important for an infant's brain and eye development.



¹ Guidelines for Perinatal Care, 6th ed., Washington, DC: American College of Obstetricians and Gynecologists, 2007.

© 2010 Abbott Laboratories Inc. LITHO IN USA

Please send me...

a **FREE** starter supply of Similac® NeoSure®!

Up to an **\$86** value

1271715

TM# (To Be Completed By Abbott Nutrition)

Please send me a free sample of Similac® NeoSure®



(check one only):

- 32-fl-oz Ready-To-Feed (6 bottles)
- 2-fl-oz Ready-To-Feed (48 bottles)
- 12.8 oz Powder (2 cans)

Parent's Name (Please print clearly)

Date

Street Address: (No P.O. boxes)

City

State

ZIP Code

Email

Baby's gestational age (weeks) when born

Was your baby admitted to the NICU?



Yes



No

Pediatrician Name

Hospital Name

Offer limited to one per household. Allow 2-3 weeks for delivery. Offer void where prohibited, taxed or otherwise restricted by law. Submission form must be original; no photocopies will be accepted.

Offer expires 10-31-2010. For inquiries, call 1-800-232-7677.

Abbott latches on to lutein to help sell more formula

Give baby the only formula that has Lutein*

Because only Similac® has this important ingredient**

- Lutein is a carotenoid that supports eye health^{1,2}
- Emerging science suggests that lutein may help protect omega fatty acids like DHA^{3,4}

Recommend Similac—the only formula that has Lutein* in addition to DHA/ARA

Abbott
A Division of Life

References: 1. Roberts RL, et al. 2002;27:195-201
2. Kimbly AL, et al. 2003;23:171-180, 3. Wang YL, et al. 2004;12:21-26
*Excluding any trace amounts.
**Based on the information provided herein.

©2011 Abbott Laboratories Inc.
77004-0011 August 2011 LITHO IN USA

Gerber (Nestle) entices mothers on Facebook to submit their child's photo to win cash or prizes

2 ways to win!

Grand Prize
A chance for your child to star in a Gerber ad
PLUS \$50,000 Scholarship

6 Milestone Winners' photos featured on Gerber.com
PLUS Apple® iPad® 2*

One child's photo will be selected from ALL approved entries by a panel of judges

One child's photo with the most votes from each Milestone wins

*Apple and iPad are registered trademarks of Apple Inc. Apple is not a participant in or sponsor of this promotion.

National Alliance for Breastfeeding Advocacy, 2011
www.naba-breastfeeding.org
Marshalact@aol.com