1 Birth–12 months

Gerber GOOD START

New Design Beginning November 2015

Both package designs are redeemable through WIC

Gerber recommends breastfeeding as the ideal nutrition for babies.

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FRONT-ENGLISH

1 Nacimiento a 12 meses

Gerber GOOD START

Nuevo diseño a partir de noviembre de 2015

Los diseños de ambos envases se pueden canjear a través de WIC

Gerber recomienda el amamantamiento como nutrición ideal para los bebés.

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BACK-SPANISH

Nestlé
Good Food, Good Life
VISUAL BRANDING

WIP

PROJECT	K099 WIC Formula TearPad Soy Version	DATE	August 17, 2015	SCALE	100%
FILE NAME	K099_WIC_TearPad_SOY_r7.ai	DIE NUMBER	N/A	APPS	Illust. CC / PShop CC
JOB NUMBER	K099	PRINT PROCESS	TBD	DM/AD	MP / AD

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1	2	3	4
CYAN	MAGENTA	YELLOW	Black