Strategic Narrative including USPs and Sales Pitch for HCPs



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AIM OF THE DOCUMENT

This document provides an **overview of the strategic narrative** comparing our Nutrini MF range with Compleat Paediatric, tapping into the key differentiators and highlighting its arguments to use in conversations with HCPs.

After Nutrini's **Unique Superiority messages,** an example of a **Sales Pitch** is included that can be leveraged for training purposes.

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STRATEGIC NARRATIVE: POSITIONING NUTRINI RANGE VS. COMPLEAT PAEDIATRIC NUTRITIONAL COMPARISON

1. HIGHLIGHT NUTRINI'S CLINICAL PRECISION & TAILORED RANGE

Nutricia offers the widest and most tailored portfolio of age- and energy-specific formulations, designed to meet diverse clinical needs across a broad spectrum of conditions. In contrast, Compleat Paediatric provides a single product containing 13.8% real food ingredients, primarily offering a more generalized, "one-size-fits-all" approach for tube-fed patients.

Key differentiators	Nutrini range narrative	Arguments against Compleat Paediatric
A) Tailored nutrition	Nutrini offers **age-adapted** ranges (Nutrini for 1–6years and Nutrini Max for 7–12 years) and **energy-specific** (0.75, 1.0, 1.5 kcal/ml) formulations, in line with ESPGHAN guidelines (6), enabling precise nutritional support based on developmental stage and clinical energy needs.	Compleat Paediatric is only available in a single energy density (1.2 kcal/ml) and age range (1+ years), which is not referenced in ESPGHAN guidelines.
B) Fibre flexibility	Nutrini is available with and without fibre, allowing customization for children with varying GI tolerance.	Compleat Paediatric contains fibre in both formats, limiting flexibility in cases where fibre exclusion is clinically indicated.
C) Protein quality	Nutrini uses a whey/casein blend, with up to 60% whey, supporting faster gastric emptying and improved tolerance—aligned with ESPGHAN recommendations for enteral nutrition in children with neurological impairment (NI) (9,10).	Compleat Paediatric includes protein from chicken, vegetables, and milk, but does not specify whey content, and may rely heavily on caseinate.

For more detailed information, please refer to the document titled "Nestlé Compleat Paediatric - Competitor Analysis".
This is intended for internal use only. The information is for discussion purposes and does not constitute official documentation. The counter arguments should not be used in any external communication materials directly.

STRATEGIC NARRATIVE: POSITIONING NUTRINI RANGE VS. COMPLEAT PAEDIATRIC EVIDENCE

2. REFRAME THE EVIDENCE GAP WITH FOCUS ON LONG-TERM HEALTH OUTCOMES

	Nutrini range narrative	Arguments against Compleat Paediatric
Evidence strength & growth outcomes	Robust long-term studies (6 – 12 months) showing significant improvements in weight, BMI, and micronutrient stability (2,3).	Limited growth data; only short-term studies (1-4 weeks) with no head-to-head comparison/ control groups vs standard polymeric feeds (like Nutrini).
GI tolerance and nutritional rehabilitation	GI tolerance is part of a broader goal — nutritional recovery/rehabilitation. Nutrini demonstrates consistent GI tolerance, with reduced constipation, improved stool consistency, and decreased laxative use across multiple study designs. Long-term use shows no feeding intolerance, stable micronutrient levels, and catch-up growth (2,5).	There is plenty of evidence focused on (short-term) GI symptom relief (retching, constipation, diarrhea etc). However, there is lack of data demonstrating measurable recovery outcomes, including improvements in growth or nutritional status.
Micronutrient safety & long-term use	Proven micronutrient stability with no adverse complications even in severly malnourished children, supporting its suitability for long-term nutritional management (2,3).	No long-term safety data; micronutrient tracking absent.
Clinical philosophy	Built on 30+ years of clinical heritage, clinical precision and tailored nutritional support.	One-size-fits-all approach, focused on short-term GI symptom relief and real food ingredients.

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STRATEGIC NARRATIVE: POSITIONING NUTRINI RANGE VS. COMPLEAT PAEDIATRIC ACTIVATION



3. LEVERAGE NUTRINI'S STRONG HERITAGE AND COMPLETE CARE

Key differentiators	Nutrini range narrative	Arguments against Compleat Paediatric
A) Tailored nutrition	Nutrini has strong leadership and established credibility among HCPs based on its heritage offering a broader and more tailored tube range including medical devices and services. It is rooted in science in line with expert guidelines, supporting patients' needs. Nutrini is suitable for a wider choice of clinical conditions with proven evidence on good tolerance, catch-up growth and various long-term health outcomes.	Compleat Paediatric is positioned as the solution for all tube-fed patients facing any GI tolerance challenges. It is positioned as one-size-fits-all although there are many different patients with a wide variety of clinical conditions and various needs.
B) Activation and target audience	Durable credibility among and long-lasting relationships with HCPs. Built on more than 30 years of clinical experience, relying on its robust scientific expertise and trust.	Built on strong perception among HCPs (through tolerance as key driver) and patients (through the addition of real food ingredients). Overpromising with implied messages that Compleat Paediatric is similar to blenderized diet.

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30+ YEARS OF CLINICAL EXPERTISE IN SPECIALIZED PAEDIATRIC NUTRITION

1.

PORTFOLIO

Tailored, age-adapted formulations (6) - as unique as the children we care for.



2.

INGREDIENTS

Caring formulations powered by **whey protein** (9-10) and our **unique MF6 fibre mix** for optimal nutrition (11-17).

3.

EVIDENCE

Clinically proven to **support growth** and **ensure tolerance** at every stage (2-5).

4.

PACKAGING

Award-winning **Optri-bottle:** better for you, better for the planet (7-8).

5.

SERVICES

Complete Care: from nutritional solutions to medical devices and home support.

PITCH FOR SALES REPS WITH HCPs ONLY

Nutricia: Leading in Paediatric Nutrition Care

Nutricia is a trusted partner in managing disease-related malnutrition across Europe*. With over **30 years of clinical expertise,** Nutrini has supported millions of paediatric patients across a wide range of conditions—earning its place as a leading name* in tube feeding.

BEYOND NUTRITION

Complete Care from Nutricia goes beyond nutrition, complementing Nutrini **tube feeding solutions** with **medical devices, homecare** and other **expert services,** empowering health care teams to deliver care with confidence.

CLINICALLY PRECISE AND TAILORED

Rooted in science and trusted for proven tolerance (2-5) , Nutrini offers **age- and energy adapted formulations,** aligned with **ESPGHAN guidelines** (6) ensuring evidence-based nutritional support across the paediatric spectrum.

DESIGNED FOR NUTRITIONAL OUTCOMES

Tailored nutrition for every stage—from short-term recovery to long-term conditions— **clinically proven nutritional adequacy, tolerance, and growth** (2-5).

TO BEST SERVE YOU AND THE PLANET

Available in the preferred (7) and awarded (8) Optri bottle, **designed to be recyclable**** for **better safety and usability.**

WHY NUTRINI STANDS OUT?

- **Whey-based formula** for faster gastric emptying and **improved tolerance** (9,10).
- **MF6 fibre** mix mimics a healthy varied diet – **supporting bowel health** (11-17).
- **DHA-enriched** to **promote cognitive development** during critical growth phases (18,19).
- **Peptisorb range** – The only range offering **extensively hydrolysed protein,** clinically shown to **support growth** and **manage feeding intolerance** in children (20-23).

Explore the Nutrini portfolio to find the solution that best fits your unique patient's nutritional needs.

Nutrini. Each one Unique.

Tailored for unique needs. Trusted for proven tolerance.

* For each market Nutrini's position might differ so therefore there is a need for local evidence to be able to make this claim. Be aware that the market position might change in time, so regularly reviews and updates might be required.

** Local assessment needed to check for sustainability requirements.

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