



New Survey: Pediatricians Report Parents are Making Unsafe Infant-Feeding Choices to Save Money

The Makers of Store Brand Infant Formula Explore Pediatrician Safety Concerns on Infant Feeding

Charlottesville, VA, October 22, 2019 – Perrigo Pediatrics—a pediatrician-support program by U.S. infant formula maker Perrigo—and Wakefield Research, released findings today from a nationwide survey* of 500 U.S. pediatricians that explored top concerns and perceptions around safe infant formula feeding practices. According to the survey, pediatricians report that parents are making unsafe infant-feeding choices to save money.

Pediatricians readily acknowledge that families are sensitive to the high price of infant formula. An astonishing 99% of pediatricians have had families express concerns about the cost of infant formula, including more than four in five (81%) who hear these concerns frequently. Additionally, nearly all pediatricians (97%) have had families express concerns about running out of infant formula.

Worries about the cost of infant formula are leading to unsafe feeding practices which can be harmful to a baby's health. For example, nearly all pediatricians (97%) have heard about families diluting infant formula, with 75% hearing about it once a week or more. Additionally, the trend of do-it-yourself (DIY) formula alternatives is increasing with more than half of pediatricians saying homemade formula is more common than it was five years ago. Pediatricians also notice that families are giving infants less nutritious drinks in lieu of formula. Again, a vast majority (95%) have heard about families using juice, soda and other beverage substitutes—89% specifically—because the family was trying to save money.

“Every pediatrician wants their patients to have complete nutrition, but this data makes it clear that families are unwittingly jeopardizing their baby's health because they're trying to save money,” said Perrigo Nutrition Marketing Director Jeremy Jones. “Diluting formula, making homemade formula, and substituting with less-nutritious beverages are often symptoms of a larger problem: food insecurity. As the leading supplier of store brand infant formula, we're committed to doing what we can to raise pediatricians' awareness of how families are coping with food insecurity and provide them with the tools they need to educate families about safe infant formula usage.”

Because so many pediatricians see or hear about families stretching formula or using substitutes out of concern for their budget, healthcare professionals are making frank discussion of cost a priority. Nearly all pediatricians (96%) who discuss infant formula say they take the cost of infant formula into consideration when making recommendations. However, the survey found more than half of pediatricians (52%) were unable to correctly identify the retail price of a small (~12oz) container of name-brand infant formula. Although the actual cost of a small container is \$16 or more, most pediatricians thought it cost less than \$15. A small can of formula will last an infant approximately three days.

When it comes to managing the high cost of infant formula, food-insecure families are turning to their pediatrician for advice. Nearly half (48%) of pediatricians would first recommend Women, Infants and Children (WIC) to families that have concerns about the cost of infant formula, followed by supplementing formula with breastfeeding or complementary foods (21%) and advising families to consider places that provide formula directly such as food banks (17%). Only 15% of pediatricians would

first recommend low-cost or store brand infant formula options for families, even though more than three in four pediatricians (76%) agree there is no significant difference between store brand and name-brand infant formulas.

“WIC is an amazing program that provides free infant formula to nearly half the babies born in the United States,” said Jones. “However, it was always intended to be a *supplemental* program that required parents to pay full price for approximately 20% of their infant’s needs. Even that small percentage can be cost-prohibitive for some families, and other families earn just above the WIC threshold, meaning they must pay full price for all their infant formula needs. We know that food-insecure families are accessing a patchwork of sources to provide adequate nutrition for baby. Quite frankly, we were surprised that Store Brands were not top of mind for more pediatricians. We will be increasing our outreach to pediatricians so they can better support infants at nutritional risk.”

Store brand infant formulas provide complete nutrition just like brand-name formulas and are required to meet the same FDA standards. Perrigo Nutrition is the largest manufacturer of store brand infant formula in the United States. Nationally advertised brands like Enfamil® and Similac®* can cost up to \$150 per month or more. Store Brand infant formulas can save families up to 50%.** For more information about the survey and to receive free patient education materials, healthcare professionals can visit Perrigopediatrics.com.

About Store Brand Formula and Perrigo Pediatrics

Perrigo is the trusted name behind “Store Brand” and the leading supplier of store brand infant formulas. Perrigo is trusted by major retailers like Walmart, Sam’s Club, and Target, which sell store brand formulas under their own store’s labels to parents across the country. Store brand formulas are manufactured by Perrigo in FDA-inspected facilities in Vermont and Ohio, U.S.A. Dairy ingredients are sourced from leading dairy markets, including the United States, Canada, and New Zealand. Like all infant formulas sold in the United States, store brand formulas are clinically studied and strictly regulated by the FDA to ensure complete nutrition to help babies grow. Perrigo Pediatrics (<http://www.perrigopediatrics.com>) is intended to support pediatricians in their efforts to help parents with safe infant-feeding practices and food insecurity. Consumers can learn more on the Internet at <http://www.storebrandformula.com>.

About Perrigo’s “Formula for Safety” Survey

Perrigo’s “Formula for Safety” Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 U.S. pediatricians, between August 9 and August 23, 2019, using an e-mail invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

*Enfamil® is a registered trademark of Mead Johnson & Co. Similac® is a registered trademark of Abbott Laboratories. Store brand infant formula is NOT made by or affiliated with Mead Johnson & Co. or Abbott Laboratories.

**Total savings with Store Brand Infant Formula calculations based on a price per fl. oz. comparison of Store Brand Infant Formulas and their comparable national brands. Retail prices are from a September 2019 retail price survey of assorted stores. Actual prices and savings may vary by store and location.



"Formula for Safety" Survey Highlights

Perrigo, the makers of Store Brand Infant Formula, in conjunction with Wakefield Research (www.wakefieldresearch.com) conducted a nationwide survey among 500 U.S. pediatricians, between August 9th and August 23rd, 2019 to explore pediatrician perceptions and concerns around safe infant formula feeding practices and options. Below are the survey highlights.

FORMULA 411

Pediatricians are bringing up feeding questions and information early and often with families, but it may not be enough.

- Nearly all pediatricians (93%) discuss formula with families, and the majority of those who do (57%) say they take the initiative to bring it up first with parents.
- In fact, a third (33%) discuss infant formula with days of the baby being born.
- Nearly 3 in 4 (74%) pediatricians agree that families don't receive enough support and education when it comes to infant formula feeding.

THE HIGH COST OF SAVING MONEY

Pediatricians frequently see families making unsafe choices in order to save money on infant formula

- Most pediatricians (86%) believe families are not always following the proper instructions when preparing infant formula.
- Nearly all pediatricians (97%) have heard about families diluting infant formula, with 75% hearing about it at least once a week or more.
- Nearly all (95%) have heard about families using juice, soda or other drinks as formula substitutes – 89% specifically because the family was trying to save money.

CONSIDERING THE COST

Concerns from families on the ability to afford enough infant formula to feed their child are high, making pediatrician guidance and recommendations more crucial than ever.

- Almost all pediatricians have had families express concern about the cost of infant formula (99%) or running out of infant formula (97%).
- Most pediatricians (96%) who discuss formula say they take the cost of infant formula into consideration when making recommendations.
- However, nearly 3 in 5 pediatricians (59%) did not know the cost of a small can (~12oz) of infant formula is between \$15-\$19.
 - Most pediatricians (52%) thought a small can of name brand infant formula costs less than \$15 when the real cost is usually \$16 or more.

FORMULA FOR TROUBLE

Pediatricians worry that families are taking risks with formula preparation and storage.

- Pediatricians are particularly concerned that families are leaving infant formula out at room temperature (62%) and using too much water (58 percent).
- Over half of pediatricians worry that families forget to throw out leftover infant formula in the bottle (56%) or heat up infant formula in the microwave (55%)—two mistakes that can affect the safety of infant formula for baby.
- Over half of pediatricians (53%) worry that families mix infant formula with unsafe water.
- Over half (54%) of pediatricians say homemade formula is more common than it as 5 years ago.

TRYING TO HELP

Store Brand infant formula is rarely top of mind for pediatricians

- Nearly half (48%) would first recommend Women, Infants and Children (WIC) to families that have concerns about the cost of infant formula, followed by supplementing formula with breastfeeding or complementary foods (21%) and advising families to consider places that provide formula directly such as food banks (17%).
 - **Only** 15% of pediatricians would first recommend low-cost or store brand infant formula options for families, even though more than 3 in 4 pediatricians (76%) agree that there is no significant difference between store brand and name brand infant formulas—except the cost.

Survey Methodology

Perrigo's "Formula for Safety" Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 US pediatricians, between August 9th and August 23rd, 2019, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

For more information about the survey or for samples and images, please contact Sara Semple at ssemple@coynepr.com.