

# Using formula for the first time?

**It's OK! You're not alone.**

Most moms need to use formula at some point.\*



## 6 FORMULA PREP TIPS YOU NEED TO KNOW

**Always wash your hands**

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**Only use the amount of  
water in the instructions**

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**Remember: microwaves  
deteriorate nutrients**

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**Dump out leftover formula**

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**Commercial infant  
formula is the only safe  
alternative to breast milk**

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**All brands meet  
FDA standards –  
including store brands!**

Store brand formula is sold under a variety of brands at major retailers nationwide at up to 50% less.\*\*



WALMART



SAM'S CLUB



TARGET



KROGER



CVS



ALDI



WALGREENS



SAFEWAY



AMAZON

**Ask your pediatrician about how you can try store brand formula for free!†**

For nutritional comparisons visit [storebrandformula.com/poster](https://storebrandformula.com/poster)

Learn more at [storebrandformula.com](https://storebrandformula.com)

\*Source: Survey conducted by OnePoll for Store Brand Formula with a sample of children 0-3 years-old from July 23, 2018–August 22, 2018.

\*\*Retail prices are from a January 2019 retail price survey of assorted stores. Actual prices and savings may vary by store and location.

†Rebate will reimburse parents up to \$20 for any size or variety of store brand infant formula. Limit one rebate per 12 months per household. Valid on purchases from 4/24/2018 through 12/31/2019.

Z08-1959-0351