

Advantage®

Compare to the nutrition of Similac® Advance® Infant Formula



Nutrición e Instrucciones en Español:
StoreBrandFormula.com/espanol

STORE BRAND
ADVANTAGE®



Costs less per oz¹

SIMILAC
ADVANCE®



Nutrients /100 Cal

	FDA Nutrient Requirements*		
Protein g	1.8-4.5	2.07	2.07
Fat g	3.3-6.0	5.6	5.6
Carbohydrate g	NS	10.7	10.7
Water g	NS	133	133
Linoleic Acid mg	300	1,000	1,000

Vitamins

Vitamin A IU	250-750	300	300
Vitamin D IU	40-100	60	60
Vitamin E IU	0.7	1.5	1.5
Vitamin K mcg	4	8	8
Vitamin B1, mcg	40	100	100
Vitamin B2, mcg	60	150	150
Vitamin B6, mcg	35	60	60
Vitamin B12, mcg	0.15	0.25	0.25
Niacin mcg	250	1,050	1,050
Folic Acid mcg	4	15	15
Pantothenic Acid mcg	300	450	450
Biotin mcg	1.5	4.4	4.4
Vitamin C mg	8	9	9
Choline mg	7	24	24
Inositol mg	4	24	24

Minerals

Calcium mg	60	78	78
Phosphorus mg	30	42	42
Magnesium mg	6	6	6
Iron mg	0.15-3.0	1.8	1.8
Zinc mg	0.5	0.75	0.75
Manganese mcg	5	5	5
Copper mcg	60	90	90
Iodine mcg	5-75	15	15
Selenium mcg	2-7	2	2
Sodium mg	20-60	24	24
Potassium mg	80-200	105	105
Chloride mg	55-150	65	65

INDICATION

Store Brand Advantage® Infant Formula Milk-Based Powder with Iron provides complete nutrition during baby's important first year. This easy to digest formula has been specially crafted to support baby's growth and development. DHA for brain support; Lutein for eye support. No Palm Olein Oil to support calcium absorption for stronger bones. Non-GMO[‡] ingredients and no artificial growth hormones.[‡]

PRODUCT FEATURES

- ✔ DHA, Lutein and Vitamin E
- ✔ Non-GMO[‡] and no artificial hormones[‡]
- ✔ Supports stronger bones - no palm olein oil to promote calcium absorption
- ✔ Prebiotic fructooligosaccharide (FOS)
- ✔ Nutrient density of 20kcal/oz
- ✔ Protein whey to casein ratio is 52:48

COMPOSITION

NONFAT MILK, LACTOSE, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, SOY OIL, WHEY PROTEIN CONCENTRATE, COCONUT OIL, FRUCTOOLIGOSACCHARIDE (FOS), **LESS THAN 1%:** Schizochytrium SP OIL*, MORTIERELLA ALPINA OIL**, BETA-CAROTENE, LUTEIN, POTASSIUM BICARBONATE, CALCIUM CARBONATE, ASCORBIC ACID, SOY LECITHIN, MONOGLYCERIDES, CALCIUM CHLORIDE, CALCIUM HYDROXIDE, MAGNESIUM CHLORIDE, FERROUS SULFATE, CHOLINE BITARTRATE, ASCORBYL PALMITATE, SODIUM CITRATE, TAURINE, INOSITOL, ZINC SULFATE, MIXED TOCOPHEROL CONCENTRATE, VITAMIN E (DL-ALPHA TOCOPHERYL ACETATE), NIACINAMIDE, CALCIUM PANTOTHENATE, L-CARNITINE, VITAMIN A PALMITATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, MANGANESE SULFATE, VITAMIN K1 (PHYTONADIONE), BIOTIN, SODIUM SELENITE, VITAMIN D3, CYANOCOBALAMIN, POTASSIUM PHOSPHATE, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE), **CONTAINS MILK AND SOY.**

*FDA Infant Formula Act
NS = not specified

*A SOURCE OF ARACHIDONIC ACID (ARA)

**A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

This product is not manufactured or distributed by the owner of the registered trademark Similac® ADVANCE®.

¹Savings based on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of August 2023.

[‡]Ingredients not genetically engineered.

[‡]NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS. Please see Product Label for full disclosures (Z97).

PRODUCT AT LEADING RETAILERS



WALMART



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