

Sensitivity Premium™

Compare to the nutrition of Similac® Pro-Sensitive® Infant Formula

ES Nutrición e Instrucciones en Español:
StoreBrandFormula.com/espanol

STORE BRAND
SENSITIVITY
PREMIUM™



Costs less per oz¹

SIMILAC
PRO-SENSITIVE®



Nutrients /100 Cal

	FDA Nutrient Requirements*		
Protein g	1.8-4.5	2.1	2.1
Fat g	3.3-6.0	5.4	5.4
Carbohydrate g	NS	10.9	10.9
Water g	NS	134	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	84	84
Phosphorus mg	30	56	56
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	30	30
Potassium mg	80-200	107	107
Chloride mg	55-150	65	65

INDICATION

Store Brand Sensitivity Premium™ infant formula is 99% reduced lactose compared to Store Brand Advantage Premium™[‡], milk-based, non-GMO[×], iron-fortified formula with complete nutrition to support growth and development. It is designed as an alternative to routine milk based formulas, if babies experience fussiness and gas due to sensitivity to lactose. Contains no artificial growth hormones[#] and includes key ingredients found in breastmilk, like Vitamin E and Lutein for eye development, DHA for brain development and human milk oligosaccharides[§] (HMOs) 2'-FL and LNnT to support immunity.

PRODUCT FEATURES

- ✓ 2'-FL & LNnT HMOs[§] for Immune Support
- ✓ Nutrient density of 20kcal/oz
- ✓ DHA, Lutein and Vitamin E
- ✓ 99% less lactose than our standard milk-based formula[‡]

COMPOSITION

CORN SYRUP, MILK PROTEIN ISOLATE, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, SUCROSE, SOY OIL, COCONUT OIL, **LESS THAN 2%:** MORTIERELLA ALPINA OIL[†], SCHIZOCHYTRIUM SP. OIL^{**}, 2'-FUCOSYLLACTOSE (2'-FL)[§], LACTO-N-NEOTETRAOSE (LNnT)[§], LUTEIN, CALCIUM PHOSPHATE, POTASSIUM CITRATE, POTASSIUM CHLORIDE, SODIUM CITRATE, MAGNESIUM PHOSPHATE, ASCORBIC ACID, CALCIUM CARBONATE, FERROUS SULFATE, MAGNESIUM CHLORIDE, ASCORBYL PALMITATE, CHOLINE BITARTRATE, TAURINE, INOSITOL, VITAMIN E (DL-ALPHA TOCOPHERYL ACETATE), ZINC SULFATE, MIXED TOCOPHEROL CONCENTRATE, L-CARNITINE, NIACIN (NIACINAMIDE), CALCIUM PANTOTHENATE, VITAMIN A PALMITATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, BETA-CAROTENE, FOLIC ACID, MANGANESE SULFATE, POTASSIUM IODIDE, VITAMIN K (PHYTONADIONE), BIOTIN, SODIUM SELENITE, VITAMIN D (CHOLECALCIFEROL), CYANOCOBALAMIN, POTASSIUM HYDROXIDE, POTASSIUM BICARBONATE, SODIUM CHLORIDE, SODIUM PHOSPHATE, MONOGLYCERIDES, SOY LECITHIN, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE).

CONTAINS MILK AND SOY.

Not intended for use by infants or children with Galactosemia.

[†]FDA Infant Formula Act
NS = not specified

^{**}Not from human milk.

^{††}NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS

[§]INGREDIENTS NOT GENETICALLY ENGINEERED

[§]SOURCES OF PREBIOTIC

^{†††}A SOURCE OF ARACHIDONIC ACID (ARA)

^{††††}A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

[‡]99% less lactose than standard milk-based infant formulas. Product nutrient values and ingredients are subject to change. Please see product label for current information

This product is not manufactured or distributed by the owner of the registered trademarks Similac® and Pro-Sensitive®.

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

Store Brand Sensitivity Premium™ Infant Formula does not contain the identical proprietary ingredient blend of prebiotics, patented levels of nucleotides, lutein, and lycopene in comparable Similac® infant formulas.

See Product Label for full disclaimers (S89).

PRODUCT AT LEADING RETAILERS



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