

Store Brand Infant Formula Quick Guide

National Brand

Compare to the Nutrition of Store Brand

STORE BRAND
FORMULA NAME

WALMART

TARGET

SAM'S CLUB

AMAZON

KROGER



INFANT



GENTLE®



ADVANTAGE®



SENSITIVITY®



H-E-B



HYPOALLERGENIC



COMPLETE®
COMFORT



SOY



ADDED RICE
STARCH



Store Brand Infant Formulas are available from Retailers Nationwide:



Images above are just a sampling of some of our national and regional retail partners. Scan to learn more about our portfolio, nutrition and retailers. PerrigoPediatrics.com/QuickGuide



Store Brand Infant Formula is not manufactured or distributed by the owners of the registered trademarks Similac® or Enfamil®. See product labels for full nutritional information, comparisons & disclaimers.
For U.S. Healthcare Professionals
© August 2022 Perrigo, All Rights Reserved.



CELEBRATING 25 years OF INFANT NUTRITION



\$20 Rebates for Your Patients

Visit PerrigoPediatrics.com/QuickGuide, or speak with a Store Brand Formula rep at **855-984-9489** to learn how you can offer families \$20 rebates. Parents can get up to a 9-day supply of formula for free after rebate.²

¹PBM milk-based formula growth study in normal term infants (2005). Data on file. Perrigo Nutrition, Charlottesville, VA. Studied before the addition of prebiotics, lutein & HMO. See product labels for full disclaimers.
²Reflects an average consumption of 26 fl. oz. per day for the first year. Pricing, reconstitution rates and infant formula consumption may vary. Based on IRI Market Advantage sales data, August 2022.

Makers of **ALL** U.S. Store Brand Infant Formulas



The FDA strictly governs the nutrition for all infant formula sold in the U.S., including specifying content of 29 nutrients, packaging and labeling. All U.S. infant formulas must also be **reviewed by the FDA** before entering the market.



All infant formula manufacturers are required by the FDA to follow the **same quality control procedures** and analyze each batch of formula for required nutrients.



All store brand powdered formulas are manufactured in **FDA inspected facilities** in the U.S.A., and our dairy ingredients are sourced from leading dairy markets, including the United States, Canada, and New Zealand.



Many of the ingredients found in U.S. infant formulas are sourced from the same suppliers and **made by a similar process**.



In addition to the FDA and our own internal quality checks, many of our retail partners require regular **quality inspections** of our facilities throughout the manufacturing and supply chain process. Afterall, it is their name placed on the products.



Should formula supplementation be needed, Perrigo believes everyone should have access to quality, affordable and complete infant nutrition. Educating families about Store Brand Infant Formula helps them stretch their paycheck, not their formula.

Store Brand Infant Formulas are available from Retailers Nationwide:



WALMART



SAM'S CLUB



TARGET



KROGER



MEIJER



COSTCO



CVS



WALGREENS



H-E-B



AMAZON