

Store Brand Infant Formula Quick Guide

Can you tell which babies receive Store Brand Infant Formula?

No? That’s because the FDA strictly governs the nutrition for ALL infant formula sold in the U.S.

💰 Store Brand Infant Formulas are clinically proven¹ to support growth and development and cost-less²!



Perrigo manufactures a variety of routine and tolerance formulas that provide **complete nutrition** for growth and development.

¹Wallingford et al. 2022
²Savings based on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of August 2023.

National Brand

Compare to the Nutrition of Store Brand

STORE BRAND FORMULA NAME	WALMART	TARGET	SAM'S CLUB	AMAZON	KROGER
					
INFANT PREMIUM					
					
GENTLE PREMIUM™					
					
ADVANTAGE PREMIUM™					
					
SENSITIVITY PREMIUM™					
 					
HYPOALLERGENIC			MEIJER		
LIMITED PRODUCTION IN 2023					
 					
SOY					

National Brand

Compare to the Nutrition of Store Brand



STORE BRAND
FORMULA NAME

WALMART

H-E-B

INFANT



GENTLE®



ADVANTAGE®



SENSITIVITY®



Complete Instructions
& Nutrition Information
Also Available in Spanish:

<https://www.storebrandformula.com/espanol/>



Request Poster to Give Your
Families Up to \$20 Rebate!

Your practice can help families trial any Store Brand
Formula of their choice with a rebate for up to \$20!
To learn more about receiving a poster for your office,
visit www.PerrigoPediatrics.com/QuickGuide or speak
with a Store Brand Formula rep at **855-984-9489**

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
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