

# Store Brand Formula Product Information



## For U.S. Healthcare Professionals



**Perrigo**  
MAKERS OF ALL  
STORE BRAND INFANT FORMULA



Nutrición e Instrucciones en Español:  
[StoreBrandFormula.com/espanol](http://StoreBrandFormula.com/espanol)

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



All infant formula sold in the USA is required to meet the same **FDA quality manufacturing and nutritional standards**, ensuring complete nutrition for infants.



All families deserve access to **quality, affordable, and complete** infant nutrition.



Portfolio includes a variety of routine & tolerance formulas manufactured in FDA-inspected facilities in the **USA**.

**Perrigo**<sup>®</sup>  
MAKERS OF ALL  
STORE BRAND INFANT FORMULA

## National Brand...

### ROUTINE



### TOLERANCE



### HYPOALLERGENIC



## ...Compare to the nutrition of our Store Brand

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## Who is Perrigo?

Perrigo Company plc is dedicated to making lives better by bringing “Quality, Affordable Self-Care Products™” that consumers trust everywhere they are sold. Beginning in 1887, Perrigo has built a unique business as the 2nd largest provider of over-the-counter (“OTC”) health and wellness solutions, which are primarily found in the USA under the store brand labels across categories including digestive health, analgesics, allergy cough/cold, personal care and more.

Additionally, since our acquisition of Nestle’s manufacturing facility in Wisconsin in November 2021, Perrigo is the 3rd largest manufacturer of infant formula for the USA, and only supplier of infant formula for the store brand market.

## About Store Brand Infant Formula

Perrigo is the private label manufacturer behind all U.S. store brand infant formulas. Since 1997, store brand formulas have been trusted by pediatricians, parents, and leading retailers, including Walmart, Sam’s Club, Costco, and Target. These stores sell store brand formulas under their own labels to caregivers across the country. Today, Perrigo produces a variety of routine and tolerance **formulas that are clinically proven to support growth and development.**<sup>1</sup> These include milk-based, soy-based, partially hydrolyzed, reduced lactose, hypoallergenic and added rice starch infant formulas.

Just like their name-brand counterparts, store brand formulas provide complete infant nutrition needed for growth and development. Our 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. 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. After all, ultimately it is their name on the product. Like all infant formulas sold in the United States, Store Brand formulas meet the same FDA standards, as required by law.

## Why Store Brand Infant Formula is the Right Solution for Many Families

Should formula supplementation be needed, Perrigo believes everyone should have access to quality, affordable, complete infant nutrition. Infant formula can be very expensive. Feeding their new baby can cost families more than \$1,400<sup>2</sup> each year. By educating parents about Store Brand infant formula, you can help families feel confident accessing complete infant nutrition that costs less!<sup>3</sup>

## Help Your Families Stretch their Paycheck, Not Their Formula

Breastfeeding is best for babies. There’s no question. Infant formula is the only safe alternative, and according to the Centers for Disease Control,



**75% of babies** receive at least some formula by six months of age.<sup>4</sup>



Research has shown that **99% of pediatricians** have had families express concerns about the cost of infant formula.<sup>5</sup>



**27% of food insecure families** report stretching, diluting or limiting formula to make it last.<sup>6</sup>

WIC\* and SNAP\*\* help support millions of families across the country by providing free infant formula or money to purchase necessities, but many don’t qualify or will still run out of benefits before the end of the month. As their pediatrician, parents rely on your expertise and guidance when it comes to the health and safety of their babies, so it’s important to provide all available options. Help your families stretch their paycheck, not their formula, and consider store brand formula.



### Request Poster Offering for 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/rebateFormulaCompare](http://www.PerrigoPediatrics.com/rebateFormulaCompare)



<sup>1</sup>Wallingford et al., 2022

<sup>2</sup>Calculation based on Sept 2023 Circana annual retail sales data of national brand and store brand average infant formula powder cost per week based on an average weekly usage of 1.5 pounds of powder.

<sup>3</sup>Savings based on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of August 2023.

<sup>4</sup>Center for Disease Control and Prevention Breastfeeding Report Card, 2022

<sup>5</sup>Wakefield Research, (2019), Perrigo Formula for Safety Survey, 500 respondents.

<sup>6</sup>Burkhardt, Mary Carol, et al. “Are Our Babies Hungry? Food Insecurity Among Infants in Urban Clinics.” *Clinical Pediatrics*, vol. 51, no. 3, 2011, pp. 238–243. doi:10.1177/0009922811426767.

\*Special Supplemental Nutrition Program for Women, Infants and Children

\*\*Supplemental Nutrition Assistance Program

# Infant Premium™

Compare to the nutrition of  
Enfamil NEUROPRO Infant Formula



Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND  
INFANT  
PREMIUM™



Costs less per oz<sup>1</sup>

ENFAMIL®  
NEUROPRO™



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand	Enfamil NeuroPro
Protein g	1.8-4.5	2.1	2.1
Fat g	3.3-6.0	5.3	5.3
Carbohydrate g	NS	11.1	11.3
Water g	NS	134	133
Linoleic Acid mg	300	780	780

## Vitamins

Vitamin A IU	250-750	300	300
Vitamin D IU	40-100	60	75
Vitamin E IU	0.7	2	2
Vitamin K mcg	4	9	9
Vitamin B1, mcg	40	80	80
Vitamin B2, mcg	60	140	140
Vitamin B6, mcg	35	60	60
Vitamin B12, mcg	0.15	0.3	0.3
Niacin mcg	250	1,000	1,000
Folic Acid mcg	4	16	16
Pantothenic Acid mcg	300	500	500
Biotin mcg	1.5	3	3
Vitamin C mg	8	12	12
Choline mg	7	24	24
Inositol mg	4	24	24

## Minerals

Calcium mg	60	78	78
Phosphorus mg	30	43	43
Magnesium mg	6	8	8
Iron mg	0.15-3.0	1.8	1.8
Zinc mg	0.5	1	1
Manganese mcg	5	15	15
Copper mcg	60	75	75
Iodine mcg	5-75	15	15
Selenium mcg	2-7	2.8	2.8
Sodium mg	20-60	27	27
Potassium mg	80-200	108	108
Chloride mg	55-150	63	63

## INDICATION

Crafted to support baby's growth and development and inspired by breast milk, Infant Premium™ is a routine, milk-based infant formula that provides complete nutrition during baby's first year. Easy to digest, immune-supporting formula contains Immune Blend 6™ with 2'-FL HMO<sup>†</sup>, DHA and ARA, Vitamin C, Vitamin E, Selenium and Zinc. HMOs are immune supporting prebiotics commonly found in breast milk and aid the growth of beneficial bacteria in baby's digestive tract for infant immune support and digestive health.

## PRODUCT FEATURES

- ✓ 2'-FL HMO<sup>†</sup> for Immune Support
- ✓ Naturally occurring MFGM<sup>A</sup> Components<sup>§</sup>
- ✓ Immune Blend 6™: 2'-FL HMO<sup>†</sup>, DHA & ARA, Vit C, Vit E, Selenium and Zinc
- ✓ Non-GMO<sup>‡</sup> and no artificial hormones<sup>‡</sup>
- ✓ 0.32% Omega-3 DHA, the expert recommended level<sup>2</sup> for brain support
- ✓ Protein whey to casein ratio is 52:48
- ✓ Nutrient density of 20kcal/oz

## COMPOSITION

NONFAT MILK, LACTOSE, VEGETABLE OILS (PALM OLEIN, SOY, COCONUT, HIGH OLEIC [SAFFLOWER OR SUNFLOWER] OIL), WHEY PROTEIN CONCENTRATE, **LESS THAN 1%: 2'-FUCOSYLLACTOSE (2'-FL)<sup>†</sup>, MORTIERELLA ALPINA OIL<sup>‡</sup>, SCHIZOCHYTRIUM SP. OIL<sup>‡</sup>, SOY LECITHIN, VITAMIN A PALMITATE, VITAMIN D3, VITAMIN E ACETATE, VITAMIN K1, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B6 HYDROCHLORIDE, VITAMIN B12, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE BITARTRATE, INOSITOL, CALCIUM CARBONATE, CALCIUM CHLORIDE, CALCIUM HYDROXIDE, MAGNESIUM CHLORIDE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, POTASSIUM BICARBONATE, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, POTASSIUM PHOSPHATE, SODIUM SELENITE, SODIUM CITRATE, TAURINE, L-CARNITINE, BETA-CAROTENE, MIXED TOCOPHEROL CONCENTRATE, ASCORBYL PALMITATE, MONOGLYCERIDES, NUCLEOTIDES (CYTIDINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE, ADENOSINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE). **CONTAINS MILK AND SOY.****

<sup>†</sup>FDA Infant Formula Act  
NS = not specified

<sup>‡</sup>A TYPE OF PREBIOTIC

<sup>§</sup>A SOURCE OF ARACHIDONIC ACID (ARA)

<sup>\*\*</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

This product is not manufactured or distributed by the owner of the registered trademark Enfamil NEUROPRO™

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

<sup>2</sup>World Health Organization. Interim Summary of Conclusions and Dietary Recommendations on Total Fat & Fatty Acids.

<sup>†</sup>FROM WHEY PROTEIN CONCENTRATE.

<sup>†</sup>INGREDIENTS NOT GENETICALLY ENGINEERED.

<sup>†</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS.

<sup>†</sup>HUMAN MILK OLIGOSACCHARIDE. NOT FROM HUMAN MILK.

<sup>†</sup>MILK FAT GLOBULE MEMBRANE COMPOSED OF PROTEINS AND FATS.

Please see Product Label for full disclosures (U26).

## PRODUCT AT LEADING RETAILERS



WALMART



MEIJER



SAM'S CLUB



AMAZON



KROGER



Visit [PerrigoPediatrics.com/FormulaCompare](https://PerrigoPediatrics.com/FormulaCompare) to find a full list of stores in your area.

# Infant

Compare to the nutrition of Enfamil® Infant Formula

ES Nutrición e Instrucciones en Español: [StoreBrandFormula.com/espanol](http://StoreBrandFormula.com/espanol)

STORE BRAND  
INFANT



Costs less per oz<sup>1</sup>

ENFAMIL®  
INFANT



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand	Enfamil
Protein g	1.8-4.5	2	2
Fat g	3.3-6.0	5.3	5.3
Carbohydrate g	NS	11.3	11.3
Water g	NS	134	133
Linoleic Acid mg	300	780	780

## Vitamins

Vitamin A IU	250-750	300	300
Vitamin D IU	40-100	60	60
Vitamin E IU	0.7	2	2
Vitamin K mcg	4	9	9
Vitamin B1, mcg	40	80	80
Vitamin B2, mcg	60	140	140
Vitamin B6, mcg	35	60	60
Vitamin B12, mcg	0.15	0.3	0.3
Niacin mcg	250	1,000	1,000
Folic Acid mcg	4	16	16
Pantothenic Acid mcg	300	500	500
Biotin mcg	1.5	3	3
Vitamin C mg	8	12	12
Choline mg	7	24	24
Inositol mg	4	6	6

## Minerals

Calcium mg	60	78	78
Phosphorus mg	30	43	43
Magnesium mg	6	8	8
Iron mg	0.15-3.0	1.8	1.8
Zinc mg	0.5	1	1
Manganese mcg	5	15	15
Copper mcg	60	75	75
Iodine mcg	5-75	15	15
Selenium mcg	2-7	2.8	2.8
Sodium mg	20-60	27	27
Potassium mg	80-200	108	108
Chloride mg	55-150	63	63

## INDICATION

Designed for healthy, full-term infants, Store Brand Infant formula is a routine, milk-based, iron-fortified infant formula. It provides complete nutrition for babies 0-12 months of age. It contains dual prebiotics, GOS & FOS, for immune support and the expert recommended level of DHA<sup>1</sup> for brain support.

## PRODUCT FEATURES

- ✓ Dual Prebiotics, GOS & FOS, for Immune Support
- ✓ Non-GMO<sup>2</sup> and no artificial hormones<sup>3</sup>
- ✓ 0.32% Omega-3 DHA, the expert recommended level<sup>2</sup> for brain support
- ✓ Protein whey to casein ratio is 52:48
- ✓ Nutrient density of 20kcal/oz
- ✓ Carbohydrate source is 100% Lactose

## COMPOSITION

NONFAT MILK, LACTOSE, VEGETABLE OILS (PALM OLEIN, COCONUT, SOY, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL), WHEY PROTEIN CONCENTRATE, GALACTO-OLIGOSACCHARIDES<sup>3</sup>, **LESS THAN 1%:** MORTIERELLA ALPINA OIL<sup>4</sup>, SCHIZOCHYTRIUM SP. OIL<sup>5</sup>, FRUCTOOLIGOSACCHARIDE (FOS)<sup>6</sup>, SOY LECITHIN, VITAMIN A PALMITATE, VITAMIN D3, VITAMIN E ACETATE, VITAMIN K1, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B6 HYDROCHLORIDE, VITAMIN B12, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE BITARTRATE, INOSITOL, CALCIUM CARBONATE, CALCIUM CHLORIDE, CALCIUM HYDROXIDE, MAGNESIUM CHLORIDE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, POTASSIUM BICARBONATE, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, POTASSIUM PHOSPHATE, SODIUM SELENITE, SODIUM CITRATE, TAURINE, L-CARNITINE, BETA-CAROTENE, MIXED TOCOPHEROL CONCENTRATE, ASCORBYL PALMITATE, MONOGLYCERIDES, 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

<sup>3</sup>A TYPE OF PREBIOTIC

<sup>4</sup>A SOURCE OF ARACHIDONIC ACID (ARA)

<sup>5</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

This product is not manufactured or distributed by the owner of the registered trademark Enfamil®

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

<sup>2</sup>World Health Organization. Interim Summary of Conclusions and Dietary Recommendations on Total Fat & Fatty Acids.

<sup>3</sup>Ingredients not genetically engineered.

<sup>4</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS.

Please see Product Label for full disclosures (X30).

## PRODUCT AT LEADING RETAILERS



WALMART



H-E-B



Visit [PerrigoPediatrics.com/FormulasCompare](http://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# Advantage Premium™

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



Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND  
ADVANTAGE  
PREMIUM™



Costs less per oz<sup>1</sup>

SIMILAC  
PRO-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	10.5	10.5
Water g	NS	133	134
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 Premium™ infant formula is milk-based, non-GMO<sup>4</sup>, iron-fortified routine formula with complete nutrition to support growth and development. For use as a supplement or alternative to breastfeeding in term infants 0-12 months of age. Contains no artificial growth hormones<sup>#</sup> and includes key ingredients found in breastmilk, like Vitamin E and Lutein for eye development, DHA for brain development and human milk oligosaccharides<sup>§</sup> (HMOs) 2'-FL and LNnt to support immunity.

## PRODUCT FEATURES

- ✓ DHA, Lutein and Vitamin E
- ✓ 2'-FL & LNnT HMOs<sup>§</sup> for Immune Support
- ✓ Prebiotic fructooligosaccharide (FOS)
- ✓ Nutrient density of 20kcal/oz

## COMPOSITION

NONFAT MILK, LACTOSE, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, SOY OIL, WHEY PROTEIN CONCENTRATE, COCONUT OIL, **LESS THAN 1%:** Schizochytrium SP OIL<sup>\*\*</sup>, MORTIERELLA ALPINA OIL<sup>\*\*</sup>, 2'-FUCOSYLLACTOSE (2'-FL)<sup>§</sup>, LACTO-N-NEOTETRAOSE (LNnT)<sup>§</sup>, 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 (PHYTONADIOLONE), 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

<sup>†</sup>Not from human milk.

<sup>‡</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS

<sup>§</sup>INGREDIENTS NOT GENETICALLY ENGINEERED

<sup>¶</sup>SOURCES OF PREBIOTIC

<sup>\*\*</sup>A SOURCE OF ARACHIDONIC ACID (ARA)

<sup>\*\*</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

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

<sup>1</sup>Savings based on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of August 2023. See Product Label for full disclaimers (U52).

## PRODUCT AT LEADING RETAILERS



WALMART

TARGET

SAM'S CLUB

AMAZON

KROGER



Visit [PerrigoPediatrics.com/FormulaCompare](https://PerrigoPediatrics.com/FormulaCompare) to find a full list of stores in your area.

# Advantage®

Compare to the nutrition of Similac® Advance® Infant Formula



Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND  
ADVANTAGE®



Costs less per oz<sup>1</sup>

SIMILAC  
ADVANCE®



## 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<sup>2</sup> ingredients and no artificial growth hormones.<sup>‡</sup>

## PRODUCT FEATURES

- ✓ DHA, Lutein and Vitamin E
- ✓ Non-GMO<sup>2</sup> and no artificial hormones<sup>‡</sup>
- ✓ 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®.

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

<sup>2</sup>Ingredients not genetically engineered.

<sup>‡</sup>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).

### Nutrients /100 Cal

	FDA Nutrient Requirements*	Advantage	Similac
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

## PRODUCT AT LEADING RETAILERS



WALMART



Visit [PerrigoPediatrics.com/FormulasCompare](https://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# Kirkland Signature™ Procare™

Compare to the nutrition of Similac® Pro-Advance® & Enfamil® NeuroPro™ Infant Formula



Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND  
PROCARE™



Costs less per oz<sup>1</sup>

SIMILAC®  
PRO-  
ADVANCE®



ENFAMIL®  
NEUROPRO™  
INFANT



## Nutrients /100 Cal

	FDA Nutrient Requirements*	ProCare™	Similac®	Enfamil®
Protein g	1.8-4.5	2.07	2.07	2
Fat g	3.3-6.0	5.6	5.6	5.3
Carbohydrate g	NS	10.5	10.5	11.3
Water g	NS	132	132	133
Linoleic Acid mg	300	1,000	1,000	780

## Vitamins

Vitamin A IU	250-750	300	300	300
Vitamin D IU	40-100	75	60	75
Vitamin E IU	0.7	2	1.5	2
Vitamin K mcg	4	9	8	9
Vitamin B1, mcg	40	100	100	80
Vitamin B2, mcg	60	160	150	140
Vitamin B6, mcg	35	63	60	60
Vitamin B12, mcg	0.15	0.30	0.25	0.3
Niacin mcg	250	1,100	1,050	1,000
Folic Acid mcg	4	16	15	16
Pantothenic Acid mcg	300	500	450	500
Biotin mcg	1.5	4.6	4.4	3
Vitamin C mg	8	12	9	12
Choline mg	7	24	24	24
Inositol mg	4	24	24	24

## Minerals

Calcium mg	60	82	78	78
Phosphorus mg	30	44	42	43
Magnesium mg	6	8	6	8
Iron mg	0.15-3.0	1.9	1.8	1.8
Zinc mg	0.5	1	0.75	1
Manganese mcg	5	15	5	15
Copper mcg	60	95	90	75
Iodine mcg	5-75	15	15	15
Selenium mcg	2-7	2.8	2	2.8
Sodium mg	20-60	27	24	27
Potassium mg	80-200	110	105	108
Chloride mg	55-150	68	65	63

## INDICATION

Kirkland Signature™ ProCare™ Infant Formula is a milk-based routine infant formula for term infants 0-12 months of age designed to be like breast milk, offering complete nutrition for baby's first year. The formula includes a dual HMO<sup>††</sup> combination of 2'-FL and LNnT based on the latest research and quality ingredients, such as dairy ingredients from cows raised without artificial growth hormones and non-GMO ingredients. ProCare baby formula powder has no palm oil, is gluten-free, certified Kosher by the Orthodox Union—OU-D and certified Halal.

## PRODUCT FEATURES

- ✔ No Palm Olein Oil to promote calcium absorption for strong bones
- ✔ Protein ratio of 52:48 whey-to-casein
- ✔ DHA (docosahexaenoic acid), which occurs naturally in mother's milk is present and supports babies' developing brains
- ✔ Contains Lutein, a naturally occurring carotenoid and antioxidant, which is beneficial for babies' developing eyes
- ✔ Nutrient density of 20 kcal/oz
- ✔ Boosted 2'-FL HMO<sup>††</sup> to a level that aligns with mother's milk and added LNnT, another HMO naturally occurring in breast milk because studies show that these two abundant HMOs work better to supply baby's digestive comfort and developing immune support
- ✔ Does not contain artificial growth hormones\* and is Non-GMO\*\*

## COMPOSITION

NONFAT MILK, LACTOSE, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, SOY OIL, WHEY PROTEIN CONCENTRATE, COCONUT OIL. **LESS THAN 1%:** SCHIZOCHYTRIUM SP. OIL<sup>‡</sup>, MORTIERELLA ALPINA OIL<sup>‡</sup>, 2'-FUCOSYLLACTOSE (2'-FL)<sup>§</sup>, LACTO-N-NEOTETRAOSE (LNnT)<sup>§</sup>, 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

<sup>†</sup>Not from human milk. Levels compared to previous Kirkland Signature™ ProCare™ infant formula.  
<sup>\*\*</sup>No significant difference has been shown between milk derived from rBST-treated AND NON-TEST-treated cows.

<sup>††</sup>Ingredients Not Genetically Engineered.

<sup>‡</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

<sup>§</sup>A SOURCE OF ARACHIDONIC ACID (ARA)

<sup>¶</sup>SOURCES OF PREBIOTIC

This product is not manufactured or distributed by the owners of the registered trademark Similac Pro-Advance® or Enfamil NeuroPro™ trademark.

<sup>1</sup>Pricing from Circana National Consumer Panel CSIA 12-month average price per unit data for powdered Kirkland Signature™ ProCare™, Similac® Pro-Advance and Enfamil® NeuroPro™ infant formulas sold at Club store (BJs, Sam's Club and Costco) as of August 2023.

See Product Label for full disclaimers (G00).



Visit [PerrigoPediatrics.com/FormulasCompare](https://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# Gentle Premium™

Compare to the nutrition of Enfamil® Neuropro Gentlease® Infant Formula

 Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND  
GENTLE  
PREMIUM™



Costs less per oz<sup>1</sup>

ENFAMIL®  
NEUROPRO  
GENTLEASE®



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand Gentle Premium™	Enfamil Neuropro Gentlease®
Protein g	1.8-4.5	2.3	2.3
Fat g	3.3-6.0	5.3	5.3
Carbohydrate g	NS	10.8	10.8
Water g	NS	134	133
Linoleic Acid mg	300	780	780

## Vitamins

Vitamin A IU	250-750	300	300
Vitamin D IU	40-100	60	70
Vitamin E IU	0.7	2	2
Vitamin K mcg	4	9	9
Vitamin B1, mcg	40	80	80
Vitamin B2, mcg	60	140	140
Vitamin B6, mcg	35	60	60
Vitamin B12, mcg	0.15	0.3	0.3
Niacin mcg	250	1,000	1,000
Folic Acid mcg	4	16	16
Pantothenic Acid mcg	300	500	500
Biotin mcg	1.5	3	3
Vitamin C mg	8	12	12
Choline mg	7	24	24
Inositol mg	4	24	24

## Minerals

Calcium mg	60	82	82
Phosphorus mg	30	46	46
Magnesium mg	6	8	8
Iron mg	0.15-3.0	1.8	1.8
Zinc mg	0.5	1	1
Manganese mcg	5	15	15
Copper mcg	60	75	75
Iodine mcg	5-75	15	15
Selenium mcg	2-7	2.8	2.8
Sodium mg	20-60	40	40
Potassium mg	80-200	108	108
Chloride mg	55-150	63	63

## INDICATION

Store Brand Gentle Premium™ is a milk-based, iron fortified infant formula that provides complete nutrition for baby's first year and designed to help with fussiness, gas and crying. Specially crafted with reduced lactose<sup>2</sup>, and intact casein along with partially hydrolyzed whey, so that it's easy for tiny tummies to digest. Each serving contains trusted ingredients for immune support, including Gentle Immune Blend 6™ with 2'-FL HMO<sup>†</sup>, Vitamin C and E, and Selenium. Contains expert recommended DHA<sup>3</sup> for brain support and naturally occurring MFGM<sup>4</sup> components<sup>5</sup>.

## PRODUCT FEATURES

- ✔ 2'-FL HMO<sup>†</sup> for Immune Support
- ✔ Naturally occurring MFGM<sup>4</sup> Components<sup>5</sup>
- ✔ Gentle® Immune Blend 6™: 2'-FL HMO<sup>†</sup>, DHA & ARA, Vit C, Vit E, Selenium and Zinc
- ✔ Nutrient density of 20kcal/oz
- ✔ Protein whey to casein ratio is 60:40
- ✔ Partially hydrolyzed whey and intact casein
- ✔ Non-GMO<sup>6</sup> and no artificial hormones<sup>7</sup>
- ✔ 0.32% Omega-3 DHA, the expert recommended level<sup>3</sup> for brain support

## COMPOSITION

CORN SYRUP, NONFAT MILK, PALM OLEIN, PARTIALLY HYDROLYZED WHEY, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, LESS THAN 2%: 2'-FUCOSYLLACTOSE (2'-FL)<sup>†</sup>, MORTIERELLA ALPINA OIL<sup>‡</sup>, SCHIZOCHYTRIUM SP. OIL<sup>‡</sup>, L-CARNITINE, MIXED TOCOPHEROL CONCENTRATE, MONOGLYCERIDES, SOY LECITHIN, TAURINE, CALCIUM CARBONATE, CALCIUM CHLORIDE, CUPRIC SULFATE, FERROUS SULFATE, MAGNESIUM CHLORIDE, MANGANESE SULFATE, POTASSIUM BICARBONATE, POTASSIUM HYDROXIDE, POTASSIUM IODIDE, POTASSIUM PHOSPHATE, SODIUM CITRATE, SODIUM SELENITE, ZINC SULFATE, ASCORBIC ACID, ASCORBYL PALMITATE, BETA-CAROTENE, BIOTIN, CALCIUM PANTOTHENATE, CHOLINE BITARTRATE, CYANOCOBALAMIN, FOLIC ACID, INOSITOL, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, RIBOFLAVIN, THIAMIN HYDROCHLORIDE, VITAMIN A PALMITATE, VITAMIN D (CHOLECALCIFEROL), VITAMIN E (dl-ALPHA TOCOPHERYL ACETATE), VITAMIN K (PHYTONADIONE). **CONTAINS MILK AND SOY.**

<sup>†</sup>FDA Infant Formula Act  
NS = not specified

<sup>‡</sup>A TYPE OF PREBIOTIC

<sup>§</sup>A SOURCE OF ARACHIDONIC ACID (ARA)

<sup>\*\*</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

This product is not manufactured or distributed by the owner of the registered trademark Enfamil NEUROPRO™ and registered trademark Gentlelease®.

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

<sup>2</sup>Gentle Premium™ has 20 percent of the lactose compared to our full lactose, routine, milk-based Infant Premium formula.

<sup>3</sup>World Health Organization. Interim Summary of Conclusions and Dietary Recommendations on Total Fat & Fatty Acids.

<sup>4</sup>FROM PARTIALLY HYDROLYZED WHEY.

<sup>5</sup>INGREDIENTS NOT GENETICALLY ENGINEERED.

<sup>6</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS.

<sup>7</sup>HUMAN MILK OLIGOSACCHARIDE. NOT FROM HUMAN MILK.

<sup>8</sup>MILK FAT GLOBULE MEMBRANE COMPOSED OF PROTEINS AND FATS.

Please see Product Label for full disclosures (V78).

## PRODUCT AT LEADING RETAILERS



Visit [PerrigoPediatrics.com/FormulasCompare](https://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# Gentle®

Compare to the nutrition of Enfamil®  
Gentlelease® Infant Formula



Nutrición e Instrucciones en Español:  
[StoreBrandFormula.com/espanol](http://StoreBrandFormula.com/espanol)

STORE BRAND  
GENTLE®



Costs less per oz<sup>1</sup>

ENFAMIL®  
GENTLELEASE®



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand Gentle	Enfamil Gentlelease
Protein g	1.8-4.5	2.3	2.3
Fat g	3.3-6.0	5.3	5.3
Carbohydrate g	NS	10.8	10.8
Water g	NS	134	133
Linoleic Acid mg	300	780	780

## Vitamins

Vitamin A IU	250-750	300	300
Vitamin D IU	40-100	60	60
Vitamin E IU	0.7	2	2
Vitamin K mcg	4	9	9
Vitamin B1, mcg	40	80	80
Vitamin B2, mcg	60	140	140
Vitamin B6, mcg	35	60	60
Vitamin B12, mcg	0.15	0.3	0.3
Niacin mcg	250	1,000	1,000
Folic Acid mcg	4	16	16
Pantothenic Acid mcg	300	500	500
Biotin mcg	1.5	3	3
Vitamin C mg	8	12	12
Choline mg	7	24	24
Inositol mg	4	6	6

## Minerals

Calcium mg	60	82	82
Phosphorus mg	30	46	46
Magnesium mg	6	8	8
Iron mg	0.15-3.0	1.8	1.8
Zinc mg	0.5	1	1
Manganese mcg	5	15	15
Copper mcg	60	75	75
Iodine mcg	5-75	15	15
Selenium mcg	2-7	2.8	2.8
Sodium mg	20-60	40	40
Potassium mg	80-200	108	108
Chloride mg	55-150	63	63

## INDICATION

Store Brand Gentle® Infant Formula is a routine milk-based, iron-fortified easy-to-digest formula with casein and partially hydrolyzed whey. It is designed for fussiness, gas and crying. It provides complete nutrition to support growth and development in healthy, full-term infants and contains expert recommended level<sup>2</sup> of DHA for brain support.

## PRODUCT FEATURES

- ✓ For fussiness, gas & crying
- ✓ Non-GMO<sup>3</sup> and no artificial hormones<sup>4</sup>
- ✓ 0.32% Omega-3 DHA, the expert recommended level<sup>2</sup> for brain support
- ✓ Nutrient density of 20kcal/oz
- ✓ Protein whey to casein ratio is 60:40 with partially hydrolyzed whey
- ✓ Carbohydrate sourced from lactose and corn syrup solids

## COMPOSITION

CORN SYRUP, NONFAT MILK, PALM OLEIN, PARTIALLY HYDROLYZED WHEY, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, **LESS THAN 2%: MORTIERELLA ALPINA OIL<sup>5</sup>; SCHIZOCHYTRIUM SP. OIL<sup>6</sup>; L-CARNITINE, MIXED TOCOPHEROL CONCENTRATE, MONOGLYCERIDES, SOY LECITHIN, TAURINE, CALCIUM CARBONATE, CALCIUM CHLORIDE, CUPRIC SULFATE, FERROUS SULFATE, MAGNESIUM CHLORIDE, MANGANESE SULFATE, POTASSIUM BICARBONATE, POTASSIUM HYDROXIDE, POTASSIUM IODIDE, POTASSIUM PHOSPHATE, SODIUM CITRATE, SODIUM SELENITE, ZINC SULFATE, ASCORBIC ACID, ASCORBYL PALMITATE, BETA-CAROTENE, BIOTIN, CALCIUM PANTOTHENATE, CHOLINE BITARTRATE, CYANOCOBALAMIN, FOLIC ACID, INOSITOL, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, RIBOFLAVIN, THIAMIN HYDROCHLORIDE, VITAMIN A PALMITATE, VITAMIN D (CHOLECALCIFEROL), VITAMIN E (DI-ALPHA TOCOPHERYL ACETATE), VITAMIN K (PHYTONADIONE). **CONTAINS MILK AND SOY.****

\*FDA Infant Formula Act  
NS = not specified

<sup>5</sup>A SOURCE OF ARACHIDONIC ACID (ARA)  
<sup>6</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

This product is not manufactured or distributed by the owner of the registered trademark Enfamil® Gentlelease®.

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

<sup>2</sup>World Health Organization. Interim Summary of Conclusions and Dietary Recommendations on Total Fat & Fatty Acids.

<sup>3</sup>Ingredients not genetically engineered.

<sup>4</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS. Please see Product Label for full disclosures (V69).

## PRODUCT AT LEADING RETAILERS



WALMART



H-E-B



Visit [PerrigoPediatrics.com/FormulasCompare](http://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# 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 oz<sup>1</sup>

SIMILAC  
PRO-SENSITIVE®



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand Sensitivity Premium™	Similac Pro-Sensitive®
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™<sup>‡</sup>, milk-based, non-GMO<sup>×</sup>, 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<sup>#</sup> and includes key ingredients found in breastmilk, like Vitamin E and Lutein for eye development, DHA for brain development and human milk oligosaccharides<sup>§</sup> (HMOs) 2'-FL and LNnT to support immunity.

## PRODUCT FEATURES

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

## COMPOSITION

CORN SYRUP, MILK PROTEIN ISOLATE, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, SUCROSE, SOY OIL, COCONUT OIL, **LESS THAN 2%:** MORTIERELLA ALPINA OIL<sup>†</sup>, SCHIZOCHYTRIUM SP. OIL<sup>\*\*</sup>, 2'-FUCOSYLLACTOSE (2'-FL)<sup>§</sup>, LACTO-N-NEOTETRAOSE (LNnT)<sup>§</sup>, 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.**

<sup>†</sup>FDA Infant Formula Act  
NS = not specified

<sup>\*\*</sup>Not from human milk.

<sup>††</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS

<sup>§</sup>INGREDIENTS NOT GENETICALLY ENGINEERED

<sup>§</sup>SOURCES OF PREBIOTIC

<sup>†††</sup>A SOURCE OF ARACHIDONIC ACID (ARA)

<sup>††††</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

<sup>‡</sup>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®.

<sup>1</sup>Savings 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



WALMART



TARGET



SAM'S CLUB



AMAZON



KROGER



Visit [PerrigoPediatrics.com/FormulasCompare](https://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# Sensitivity®

Compare to the nutrition of Similac® Sensitive® Infant Formula

ES Nutrición e Instrucciones en Español: [StoreBrandFormula.com/espanol](http://StoreBrandFormula.com/espanol)

STORE BRAND SENSITIVITY®



Costs less per oz<sup>1</sup>

SIMILAC 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® is a milk-based infant formula, iron fortified that is suitable for full-term, healthy infants and suitable for fussiness and case when sensitive to lactose, with 99% less lactose compare to Store Brand Advantage®. This easy to digest formula contains essential nutrients to support baby's growth and development. DHA, Lutein and Vitamin E for brain and eye development. No Palm Olein Oil to promote calcium absorption for stronger bones. Non-GMO<sup>†</sup> ingredients and no artificial growth hormones.<sup>‡</sup>

## PRODUCT FEATURES

- ✓ Non-GMO<sup>†</sup> and no artificial hormones<sup>‡</sup>
- ✓ Nutrient density of 20kcal/oz
- ✓ DHA, Lutein and Vitamin E
- ✓ Protein whey to casein ratio is 20:80
- ✓ Supports stronger bones - no palm olein oil to promote calcium absorption
- ✓ For fussiness and gas with 99% reduced lactose<sup>§</sup>

## 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<sup>\*\*</sup>, FRUCTO-OLIGOSACCHARIDE, 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.**

\*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® SENSITIVE®.

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

<sup>†</sup>Ingredients not genetically engineered.

<sup>‡</sup>NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS.

<sup>§</sup>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

Please see Product Label for full disclosures (P20).

## PRODUCT AT LEADING RETAILERS



WALMART



Visit [PerrigoPediatrics.com/FormulasCompare](http://PerrigoPediatrics.com/FormulasCompare) to find a full list of stores in your area.

# Soy

Compare to the nutrition of Similac® Soy Isomil® & Enfamil® ProSobee® Infant Formula



Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND SOY



Costs less per oz<sup>1</sup>

SIMILAC® SOY ISOMIL®



ENFAMIL® PROSOBEE®



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand Soy	Similac Soy Isomil	Enfamil ProSobee
Protein g	1.8-4.5	2.45	2.45	2.5
Fat g	3.3-6.0	5.46	5.46	5.3
Carbohydrate g	NS	10.4	10.4	10.6
Water g	NS	133	133	133
Linoleic Acid mg	300	860	1,000	800

## Vitamins

Vitamin A IU	250-750	300	300	300
Vitamin D IU	40-100	60	60	60
Vitamin E IU	0.7	1.5	1.5	2
Vitamin K mcg	4	11	11	9
Vitamin B1, mcg	40	63	60	80
Vitamin B2, mcg	60	95	90	90
Vitamin B6, mcg	35	63	60	60
Vitamin B12, mcg	0.15	0.47	0.45	0.3
Niacin mcg	250	1,400	1,350	1,000
Folic Acid mcg	4	16	15	16
Pantothenic Acid mcg	300	780	750	500
Biotin mcg	1.5	4.7	4.5	3
Vitamin C mg	8	9	9	12
Choline mg	7	24	24	24
Inositol mg	4	5	5	6

## Minerals

Calcium mg	60	110	105	105
Phosphorus mg	30	79	75	69
Magnesium mg	6	7.9	7.5	8
Iron mg	0.15-3.0	1.9	1.8	1.8
Zinc mg	0.5	0.79	0.75	1.2
Manganese mcg	5	25	25	25
Copper mcg	60	79	75	75
Iodine mcg	5-75	16	15	15
Selenium mcg	2-7	2	2	2.8
Sodium mg	20-60	46	44	36
Potassium mg	80-200	110	108	120
Chloride mg	55-150	65	62	80

## INDICATION

Store Brand Soy infant formula is for infants with feeding issues related to sensitivity to milk-based formula. It is iron-fortified and provides complete nutrition and supports growth and development. It is for babies with sensitive tummies when a soy formula is preferred. Suitable for ages 0-12 months.

## PRODUCT FEATURES

- ✓ Lactose Free
- ✓ Nutrient density of 20kcal/oz
- ✓ DHA, Lutein and Vitamin E
- ✓ Protein is 100% soy
- ✓ Suitable for infants with lactose intolerance

## COMPOSITION

CORN SYRUP, SOY PROTEIN ISOLATE, PALM OLEIN, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, **LESS THAN 2%: MORTIERELLA ALPINA OIL\*, CRYPTHECODINIUM COHNII OIL\*\*, LUTEIN, FRUCTOOLIGOSACCHARIDE, CALCIUM PHOSPHATE, POTASSIUM CITRATE, POTASSIUM CHLORIDE, MAGNESIUM CHLORIDE, SODIUM CITRATE, ASCORBIC ACID, CHOLINE BITARTRATE, L-METHIONINE, TAURINE, ASCORBYL PALMITATE, FERROUS SULFATE, INOSITOL, MIXED TOCOPHEROL CONCENTRATE, ZINC SULFATE, VITAMIN E (dl-ALPHA TOCOPHERYL ACETATE), L-CARNITINE, NIACINAMIDE, CALCIUM PANTOTHENATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, VITAMIN A PALMITATE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, VITAMIN K (PHYTONADIONE), BIOTIN, SODIUM SELENITE, BETA-CAROTENE, VITAMIN D (CHOLECALCIFEROL), CYANOCOBALAMIN, MONOGLYCERIDES, SOY LECITHIN, TRIBASIC CALCIUM PHOSPHATE, CALCIUM CARBONATE, MANGANESE SULFATE, POTASSIUM BICARBONATE. **CONTAINS 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 owners of the registered trademarks Similac® and ISOMIL® or Enfamil® and ProSobee®.

<sup>1</sup>Savings based on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of August 2023. See Product Label for full disclaimers (S30).

## PRODUCT AT LEADING RETAILERS



WALMART

TARGET

H-E-B

AMAZON

KROGER



Visit [PerrigoPediatrics.com/FormulaCompare](https://PerrigoPediatrics.com/FormulaCompare) to find a full list of stores in your area.

# Hypoallergenic

Compare to the nutrition of Nutramigen® & Similac® Alimentum® Infant Formula



Nutrición e Instrucciones en Español:  
StoreBrandFormula.com/espanol

STORE BRAND  
HYPOALLERGENIC



Costs less per oz<sup>1</sup>

ENFAMIL®  
NUTRAMIGEN®†



SIMILAC®  
ALIMENTUM®†



## Nutrients /100 Cal

	FDA Nutrient Requirements*	Store Brand	Enfamil	Similac
Protein g	1.8-4.5	2.8	2.8	2.75
Fat g	3.3-6.0	5.3	5.3	5.54
Carbohydrate g	NS	10.3	10.3	10.2
Water g	NS	133	131	133
Linoleic Acid mg	300	860	860	800

## Vitamins

Vitamin A IU	250-750	300	300	300
Vitamin D IU	40-100	50	50	60
Vitamin E IU	0.7	2	2	3.0
Vitamin K mcg	4	9	9	8
Vitamin B1, mcg	40	80	80	60
Vitamin B2, mcg	60	90	90	90
Vitamin B6, mcg	35	60	60	60
Vitamin B12, mcg	0.15	0.3	0.3	0.45
Niacin mcg	250	1,000	1,000	1,350
Folic Acid mcg	4	16	16	15
Pantothenic Acid mcg	300	500	500	750
Biotin mcg	1.5	3	3	4.5
Vitamin C mg	8	12	12	9.0
Choline mg	7	24	24	12
Inositol mg	4	17	17	5

## Minerals

Calcium mg	60	94	94	105
Phosphorus mg	30	52	52	75
Magnesium mg	6	8	8	7.5
Iron mg	0.15-3.0	1.8	1.8	1.8
Zinc mg	0.5	1	1	0.75
Manganese mcg	5	25	25	8
Copper mcg	60	75	75	75
Iodine mcg	5-75	15	15	15
Selenium mcg	2-7	2.8	2.8	2
Sodium mg	20-60	47	47	44
Potassium mg	80-200	110	110	118
Chloride mg	55-75	86	86	80

## INDICATION

Limited production in 2023

Store Brand Hypoallergenic Infant Formula is iron-fortified and provides complete nutrition, 20 cal/fl oz, and is designed for term infants who are allergic to the intact proteins in cow's milk. Helps manage colic symptoms<sup>5</sup> with extensively hydrolyzed casein to help avoid an immune system response by reducing the allergen exposure.

## PRODUCT FEATURES

- ✓ Clinically tested to be non-reactive in >98% of infants with confirmed CMA<sup>2</sup>
- ✓ 100% extensively hydrolyzed casein
- ✓ 17mg of Omega-3 DHA per 100kcal, the expert recommended level<sup>3</sup>
- ✓ Lactose-Free
- ✓ Probiotic L. rhamnosus to help support the intestinal barrier and digestive health
- ✓ Nutrient density of 20kcal/fl oz
- ✓ Certified Kosher by the Orthodox Union - OU-D

## COMPOSITION

CORN SYRUP SOLIDS, VEGETABLE OILS (PALM OLEIN, SOY, COCONUT, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL), CASEIN HYDROLYSATE (FROM MILK)<sup>4</sup>, MODIFIED CORN STARCH, **LESS THAN 2%**: MORTIERELLA ALPINA OIL<sup>5</sup>, CRYPTHECODINIUM COHNII OIL<sup>6</sup>, LACTOBACILLUS RHAMNOSUS, BETA-CAROTENE, VITAMIN A PALMITATE, VITAMIN D3, VITAMIN E ACETATE, VITAMIN K1, THIAMIN HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B6 HYDROCHLORIDE, VITAMIN B12, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE BITARTRATE, INOSITOL, CALCIUM CITRATE, CALCIUM HYDROXIDE, CALCIUM PHOSPHATE, MAGNESIUM CHLORIDE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, POTASSIUM IODIDE, SODIUM SELENITE, SODIUM CITRATE, POTASSIUM CITRATE, POTASSIUM CHLORIDE, POTASSIUM BICARBONATE, L-CYSTEINE, L-TRYPTOPHAN, TAURINE, L-CARNITINE, CALCIUM CARBONATE, CALCIUM CHLORIDE, POTASSIUM HYDROXIDE, POTASSIUM PHOSPHATE, ASCORBYL PALMITATE, MIXED TOCOPHEROL CONCENTRATE

<sup>4</sup>FDA Infant Formula Act  
<sup>5</sup>A SOURCE OF HYPOALLERGENIC PROTEIN

<sup>6</sup>A SOURCE OF ARACHIDONIC ACID (ARA)  
<sup>7</sup>A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

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

<sup>2</sup>Barber, et al. A Double-Blind, Randomized, Crossover Allergy Study of an Extensively Hydrolyzed Casein Formula. J Nutr Food Sci 2018; 8-6. In a randomized, DBOFC a single administration of Store Brand Hypoallergenic Infant Formula was comparable to a single administration of Nutramigen<sup>®</sup> for non-reactivity in patients with confirmed CMA. Both satisfied established AAP criteria for hypoallergenic formulas.

<sup>3</sup>World Health Organization recommended amount of DHA is 0.2% - 0.36% of total fatty acids. Enfamil<sup>®</sup> and Store Brand Hypoallergenic = 0.32% of total fatty acids.

<sup>4</sup>Due to cow's milk allergy

<sup>5</sup>This product is not manufactured or distributed by the owner of the registered trademark. Please see product labels for full disclaimers.

Store Brand Hypoallergenic Infant Formula does not contain the identical proprietary ingredient blend of prebiotics, patented levels of nucleotides, lutein and lycopene in Similac<sup>®</sup> Alimentum<sup>®</sup>.

## PRODUCT AT LEADING RETAILERS



WALMART



TARGET



KROGER



AMAZON



MEIJER



Visit [PerrigoPediatrics.com/FormulaCompare](https://PerrigoPediatrics.com/FormulaCompare) to find a full list of stores in your area.



29 Industrial Park Dr  
Binghamton, NY 13904



KeyCode



TrayIndicator CTN\_NO PC\_NO\_PKG ENDORSE PST\_SEQ

Salutation

CompanyName

ContactAddress1

ContactAddress2

ContactCity ContactState ContactPostalCode

**We know Store Brand Formula may be new to you, so we want to ensure you have the information you need, when you need it.**

**More questions about samples or other FAQs?**

Visit [PerrigoPediatrics.com/FormulaCompare](https://PerrigoPediatrics.com/FormulaCompare)  
Talk to a rep at 855-984-9489