

ADDED RICE STARCH

INDICATION

Store Brand Added Rice infant formula is a thickened, milk-based, iron-fortified formula designed to reduce frequent spit-up and volume of regurgitation. It provides complete nutrition, supports growth and development, and meets the guidance of the American Academy of Pediatrics for reflux reduction.²

PRODUCT FEATURES

- DHA and Choline
- With dual prebiotics galactooligosaccharide (GOS) and fructooligosaccharide (FOS)
- More nutritionally balanced than adding rice cereal to formula
- Nutrient density of 20kcal/oz
- Protein is 20:80 whey-to-casein ratio

COMPOSITION

NONFAT MILK, VEGETABLE OILS (PALM OLEIN, SOY, COCONUT, AND HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL), RICE STARCH, MALTODEXTRIN, LACTOSE, GALACTOOLIGOSACCHARIDES¹, **LESS THAN 1%:** MORTIERELLA ALPINA OIL², CRYPTHECODINIUM COHNII OIL³, FRUCTOOLIGOSACCHARIDES⁴, VITAMIN A PALMITATE, VITAMIN D (CHOLECALCIFEROL), VITAMIN E (DL-ALPHA TOCOPHERYL ACETATE), VITAMIN K (PHYTONADIONE), THIAMINE HYDROCHLORIDE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, CYANOCOBALAMIN, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE BITARTRATE, INOSITOL, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, SODIUM SELENITE, SODIUM CITRATE, POTASSIUM HYDROXIDE, TAURINE, L-CARNITINE, POTASSIUM BICARBONATE, MIXED TOCOPHEROLS, SOY LECITHIN, MONOGLYCERIDES, CALCIUM CARBONATE, CALCIUM CHLORIDE, ASCORBYL PALMITATE, BETA-CAROTENE. **CONTAINS MILK AND SOY INGREDIENTS.**

¹A type of prebiotic

²A source of arachidonic acid (ARA)

³A source of docosahexaenoic acid (DHA)

⁴Pricing shown based on IRI Market Advantage 12 month average price per unit data for comparable store brand and national brand in the same or similar size as of 2/23/2020.

²Lightdale JR, Gremse DA. Section on Gastroenterology, Hepatology, and Nutrition. Gastroesophageal reflux: management guidance for the pediatrician. *Pediatrics*. 2013;131:e1684-e1695.

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See Product Label for full disclaimers (X09).

STORE BRAND
ADDED RICE STARCH

ENFAMIL
A.R.[®]



\$12.82¹

\$28.25¹

Nutrients /100 Cal

Protein g	2.5	2.5
Fat g	5.1	5.1
Carbohydrate g	11.3	11.3
Water g	134	133
Linoleic Acid mg	780	780

Vitamins

Vitamin A IU	300	300
Vitamin D IU	60	60
Vitamin E IU	2	2
Vitamin K mcg	9	9
Vitamin B1, mcg	80	80
Vitamin B2, mcg	140	140
Vitamin B6, mcg	60	60
Vitamin B12, mcg	0.3	0.3
Niacin mcg	1,000	1,000
Folic Acid mcg	16	16
Pantothenic Acid mcg	500	500
Biotin mcg	3	3
Vitamin C mg	12	12
Choline mg	24	24
Inositol mg	6	6

Minerals

Calcium mg	78	78
Phosphorus mg	53	53
Magnesium mg	8	8
Iron mg	1.8	1.8
Zinc mg	1	1
Manganese mcg	15	15
Copper mcg	75	75
Iodine mcg	15	15
Selenium mcg	2.8	2.8
Sodium mg	40	40
Potassium mg	108	108
Chloride mg	75	75

PRODUCT AT LEADING RETAILERS

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