

Sensitivity®

Compare to the nutrition of Similac® Sensitive® Infant Formula



Nutrición e Instrucciones en Español:
StoreBrandFormula.com/espanol

STORE BRAND
SENSITIVITY®



Costs less per oz¹

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®⁵. 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* ingredients and no artificial growth hormones.†

PRODUCT FEATURES

- ✓ Non-GMO* and no artificial hormones†
- ✓ 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 lactose⁵

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. OIL², 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®.

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

²Ingredients not genetically engineered.

³NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rbST-TREATED AND NON-rbST-TREATED COWS.

⁵99% 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



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