

Hypoallergenic



Nutrición e Instrucciones en Español:
StoreBrandFormula.com/espanol

STORE BRAND
HYPOALLERGENIC



\$1.52/oz¹

ENFAMIL®
NUTRAMIGEN®†



\$2.09/oz¹

SIMILAC®
ALIMENTUM®†



\$1.99/oz¹

Nutrients /100 Cal

	FDA Nutrient Requirements*			
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

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 symptoms⁵ 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 CMA²
- ✔ 100% extensively hydrolyzed casein
- ✔ 17mg of Omega-3 DHA per 100kcal, the expert recommended level³
- ✔ Probiotic *L. rhamnosus* to help support the intestinal barrier and digestive health
- ✔ Nutrient density of 20kcal/fl oz
- ✔ Lactose-Free

COMPOSITION

CORN SYRUP SOLIDS, VEGETABLE OILS (PALM OLEIN, SOY, COCONUT, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL), CASEIN HYDROLYSATE (FROM MILK)†, MODIFIED CORN STARCH, **LESS THAN 2%:** MORTIERELLA ALPINA OIL*, CRYPTHECODINIUM COHNII OIL**, 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-CYSTINE, L-TRYPTOPHAN, TAURINE, L-CARNITINE, CALCIUM CARBONATE, CALCIUM CHLORIDE, POTASSIUM HYDROXIDE, POTASSIUM PHOSPHATE, ASCORBYL PALMITATE, MIXED TOCOPHEROL CONCENTRATE

*FDA Infant Formula Act
†A SOURCE OF HYPOALLERGENIC PROTEIN

*A SOURCE OF ARACHIDONIC ACID (ARA)
**A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

¹Pricing shown based on IRI Market Advantage 12 month average price per powder pound data for comparable store brand and national brand as of May 2022.

²Barber, 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® for non-reactivity in patients with confirmed CMA. Both satisfied established AAP criteria for hypoallergenic formulas.

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

⁵Due to cow's milk allergy

[†]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® Alimentum®.

PRODUCT AT LEADING RETAILERS



WALMART



TARGET



KROGER



AMAZON



MEIJER



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