

A close-up photograph of a woman with dark hair, looking down at a newborn baby she is holding. The baby is wrapped in a green and blue patterned blanket. The woman's face is partially visible, showing her eyes and nose as she gazes at the infant. The background is softly blurred, suggesting an indoor setting.

**What happens when a
family's monthly WIC
allowance runs out?**

Perrigo[®]

MAKERS OF ALL
STORE BRAND INFANT FORMULA

perrigopediatrics.com/SafePractice

WIC provides 80% of an infant's monthly formula needs.

What about the rest?



While WIC provides a safety net for many families, it is a supplemental nutrition program and does not cover 100% of an infant's nutritional needs. That means parents have to fill the gap and shop for approximately 20% of their infant formula needs.¹

WIC patients in particular are vulnerable to the high cost of infant formula and often need to access a patchwork of sources, such as food pantries. They might also make unsafe choices to stretch infant formula.

Dilution is not the solution.

97% of pediatricians have heard from families that they **dilute infant formula** to save money and make their formula last longer. This can be extremely dangerous as babies are not getting the critical nutrients they need at a time of rapid growth.

The survey also found that families are giving infants less nutritious drinks in lieu of formula. A vast majority of pediatricians (**95%**) have heard about families using **juice, soda and other beverage substitutes**. And **54%** say **homemade formula** is more common than it was five years ago.

Free samples come at a high price.

While it may feel helpful to give families free samples, that temporary fix could have major cost implications. Research has shown that **69%** of families often perceive free samples as an endorsement.³

In the Formula for Safety nationwide survey of 500 U.S. pediatricians, the **high cost of infant formula** was cited as a concern for nearly all families.²



of pediatricians have had families express **concerns about the cost of infant formula**.



of pediatricians have had families express concerns about **running out** of infant formula.



of pediatricians said they take the costs of **infant formula** into consideration when making **recommendations**.



of pediatricians surveyed are unaware of the **actual cost of name brand formula**.



With name brand formula costing up to **50%** more than Store Brand Infant Formulas, pediatricians may be unintentionally recommending brands families can't easily afford.⁴

¹Abrams, S. A. & Daniels, S.R. (2019). Protecting Vulnerable Infants by Ensuring Safe Infant Formula Use. *The Journal of Pediatrics*, 211, 202-206

²Wakefield Research, (2019), Perrigo Formula for Safety Survey. 500 respondents. All data in this brochure reflects survey results unless otherwise noted.

³Kelton "Brand New Mom Survey" December 2011

⁴Calculations based on February 2020 IRI Market Advantage annual retail sales data of national brand infant formula powder compared to store brand infant formula powder cost per pound based on an average weekly usage of 1.5 pounds of powder.

⁵Enfamil® is a registered trademark of Mead Johnson & Co. Similac® is a registered trademark of Abbott Laboratories

⁶The Safety of Formula Switching for Infants, Barber et al. 2012

⁷Reflects an average consumption of 26fl oz per day in the first year. Pricing, reconstitution rates and infant formula consumption may vary. Based on IRI Market Advantage sales data, February 2020.

⁸Studied before the addition of prebiotics, lutein and HMO

⁹Human milk oligosaccharide. Not from human milk.

Store Brand Infant Formula provides families with an economical option to cover the WIC gap.

WIC provides free infant formula to approximately half the babies born in the United States. So there's a good chance that some of your patients are receiving WIC – and may need assistance covering the 20% of their infant's monthly nutrition needs that are not met by the program.

Store Brand Infant Formula can help families save over 50% compared to national brands and provides the same nutrition.⁴ It allows parents to give their infant complete nutrition for the week not covered by WIC without diluting or stretching formula.

By recommending Store Brand Infant Formula, you're providing a safe, affordable option for parents in need of solutions at a stressful time.

Average Cost of Formula Per Week⁴

Name Brand

\$33

Store Brand

\$14



Food insecurity is a very real problem for many families – and its signs are not readily apparent. To help practitioners and staff screen patients for food insecurity, The American Academy of Pediatrics has developed a valuable toolkit. Download it at perrigopediatrics.com/AAPtoolkit.

Recommending Store Brand Infant Formula is just like recommending generics.



Matches the nutrition of Similac[®] and Enfamil[®]⁵



Costs up to half the price of national brands⁴



Proven to be as well-tolerated as Similac[®] and Enfamil[®]^{5,6}



Meets FDA quality and nutritional standards



Available nationwide

Parents can get up to a 9-day supply for free after rebate.⁷

Parents can get a rebate covering the full price of the formula (up to \$20), making it easy for them to try Store Brand Infant Formula⁷. So in addition to giving parents a free name brand formula sample, also hand them a store brand rebate form.

Your Baby's Nutrition But it Shouldn't Cost a Fortune.

Store brand infant formulas are a smart, safe option similar to national brands like Similac[®] and Enfamil[®]. You can still give us a try for free!

GET UP TO \$20 OFF
Any Variety of Store Brand Infant Formula

Switching is easy.
Consider these formula options when switching, including ones that help address common feeding issues. Store brand infant formulas are proven to be as well tolerated⁵ as Similac[®] and Enfamil[®].

IF USING A NAME BRAND	TRY STORE BRAND	FEATURES
Enfamil [®] Preschool [®] Infant	Infant	Dual Protection
Enfamil [®] Preschool [®] Toddler	Advantage [®]	2 FL OZ/1.76 L/oz
Enfamil [®] Preschool [®] Gentle	Gentle [®]	Partially Broken Down Protein
Enfamil [®] Preschool [®] Sensitive	Sensitive [®]	Reduced Lactose [®] 2 FL OZ/1.76 L/oz
Enfamil [®] Preschool [®] Sensitive [®] Probiotic	Pro	Enriched with Lactin
Enfamil [®] Pro Sensitive [®]	Added Star Struck	

Your Baby's Nutrition is Priceless. But it Shouldn't Cost a Fortune.

Store brand infant formulas are a smart, safe option and offer complete nutrition similar to national brands like Similac[®] and Enfamil[®]. You can still give us a try for free!

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Order your supply of store brand rebate kits at perrigopediatrics.com/rebatekit.

FREE
for your office

It's called formula for a reason.™

For more than 20 years, pediatricians, parents and caregivers have trusted Store Brand Infant Formulas to provide the complete infant nutrition needed for growth and development.

Like all infant formulas sold in the United States, Store Brand Infant Formulas are clinically studied⁸ and meet the same FDA standards. They also meet the nutritional levels recommended by the U.S. National Academy of Science-National Research Council and the American Academy of Pediatrics.

Perrigo takes an evidence-based approach to product development. That's why our formulas contain the latest innovations in infant nutrition. These include nutrients found in breast milk: DHA, ARA, choline, lutein, nucleotides, prebiotics and 2'-FL HMO.⁹

We produce a variety of routine and specialty formulas to meet the needs of infants, including:



milk-based



soy-based



partially hydrolyzed protein



reduced lactose



added rice infant formula

Whether a family shops at Target or Walmart, CVS or Walgreens, Amazon or Costco, they can be sure that all Store Brand Infant Formulas meet the same high-quality standards.



Who is Perrigo?

Perrigo provides all the Store Brand Infant Formula sold in the U.S.



Our dairy ingredients are sourced from **leading dairy markets** including the United States, Canada, and New Zealand.



Our powder infant formulas are solely manufactured in FDA-inspected facilities in **Vermont** and **Ohio**.



Perrigo is the private label manufacturer of all Store Brand Infant Formula at retailers nationwide, such as



WALMART



SAM'S CLUB



TARGET



KROGER



CVS



ALDI



COSTCO



AMAZON



Have questions about Store Brand Infant Formula? Call us at 855-984-9489