



Let's raise DHA for all

Did you know the other leading formula doesn't have an expert-recommended amount of DHA?*

DHA is an omega-3 fatty acid that's important for brain development.¹

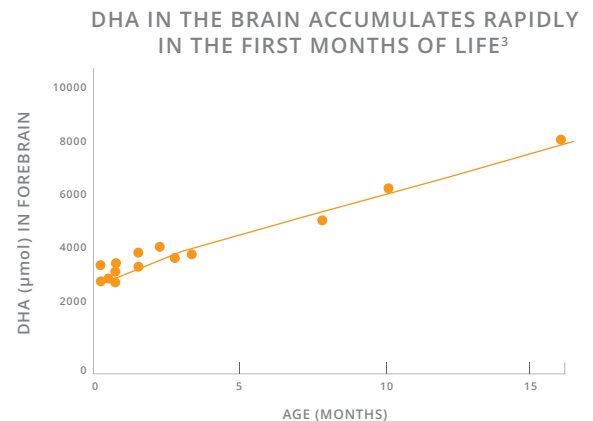
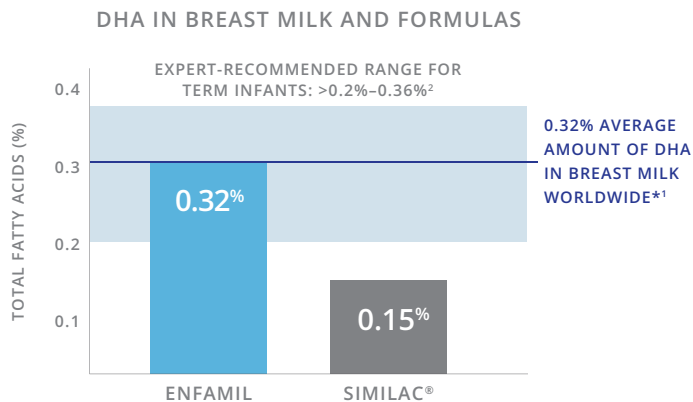


▲ *Let's fuel the wonder.™*

* WHO recommended amount of DHA is >0.2%–0.36% of total fatty acids. Similac®=0.15% vs Enfamil®=0.32% of total fatty acids.

Enfamil NeuroPro™ Infant has not been shown superior to the other leading brand in supporting brain development.

Enfamil[®] has DHA matching the worldwide breast milk average¹

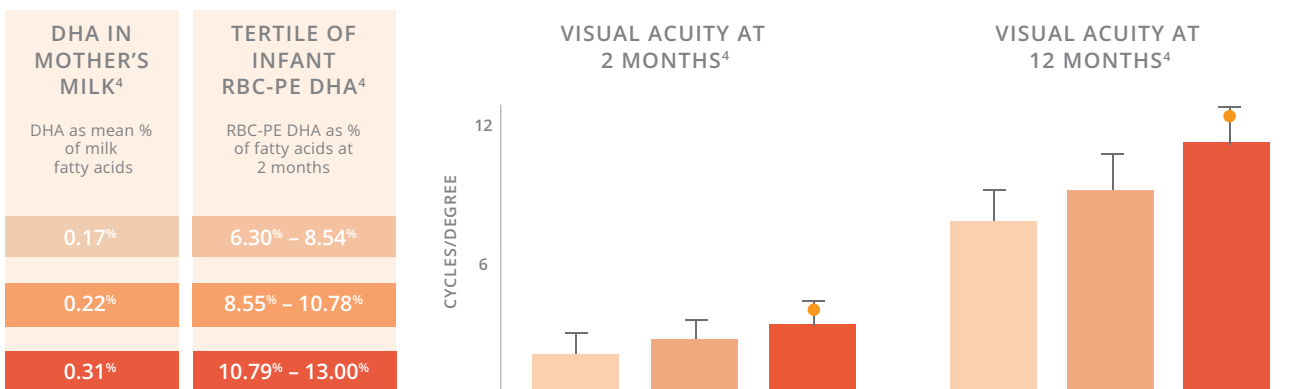


Enfamil NeuroPro[™] Infant has not been shown to be superior to Similac Pro-Advance[®] in providing cognitive outcome for infants.

* Average amount of DHA in breast milk worldwide is 0.32% ± 0.22% (mean ± standard deviation of total fatty acids) based on an analysis of 65 studies of 2474 women.¹

As recommended by²: Food and Agriculture Organization of the United Nations/World Health Organization (FAO/WHO): >0.2% to 0.36% of total fatty acids.

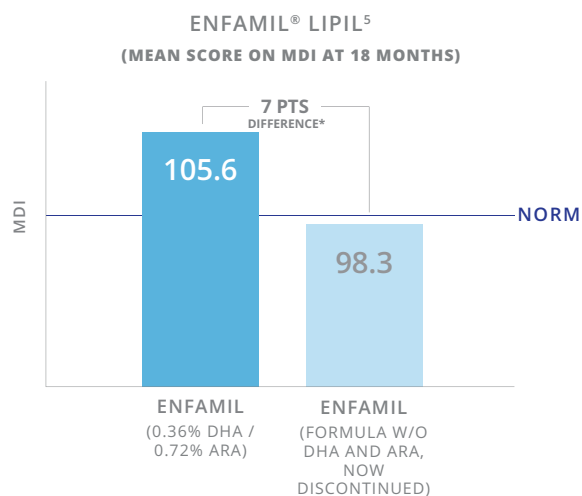
In breastfed infants, higher amounts of DHA improved visual acuity⁴



Infants who consumed breast milk that had 0.31% DHA had significantly greater visual acuity at 2 and 12 months of age than infants who consumed breast milk that had 0.17% DHA⁴

● Visual acuity significantly different from lowest tertile at 2 months of age ($P < 0.05$).
RBC-PE = red blood cell-phosphatidylethanolamine.

Enfamil® has DHA in an amount clinically demonstrated to improve cognitive development



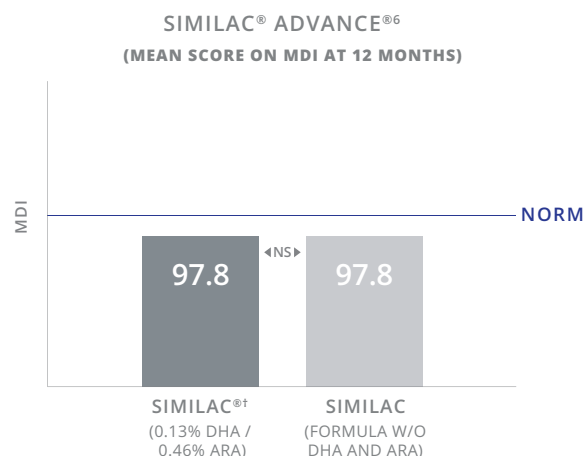
Supplementation of term infant formula milk with 0.36% DHA and 0.72% ARA during the first 4 months of life was associated with a mean increase of 7 points on the Mental Development Index of the Bayley Scales at 18 months of age over the control formula group⁵

* $P < 0.05$ vs same routine formula without DHA and ARA, now discontinued.

Adapted from Birch et al. From a randomized clinical study of 56 formula-fed infants.

MDI = Mental Development Index of the Bayley Scales of Infant Development

In a separate study, DHA at 0.13% showed no improvement in cognitive development



No significant differences were seen in the MDI scores between the control and experimental groups⁶

† Fish DHA (0.13%) + fungal ARA (0.46%).

Adapted from Auestad et al. From a randomized study of 239 formula-fed infants and 165 breastfed infants.

NS=not significant.

MDI = Mental Development Index of the Bayley Scales of Infant Development

Enfamil® has 0.32% DHA and is clinically shown to improve long-term cognitive outcomes through 5 years of age*

9

MONTHS

Improved **sustained attention** and **problem solving**^{7,8}

12

MONTHS

Improved **visual acuity** by ~1.5 lines on a standard eye chart⁹

18

MONTHS

~7-point **improvement** in MDI scores⁵

4

YEARS

Improved preschool measures of **rule learning** and **implementation**¹⁰

5&6

YEARS

Improvement in a measure of verbal ability¹⁰

20 years of research prove the importance of DHA for all



Recommend Enfamil, the #1 choice of pediatricians

Let's fuel the wonder.™

* Studies compared infants fed Enfamil® with DHA and ARA vs discontinued Enfamil without DHA and ARA; studied before the addition of prebiotics.

References: 1. Brenna JT, Varamini B, Jensen RG, et al. Docosahexaenoic and arachidonic acid concentrations in human breast milk worldwide. *Am J Clin Nutr.* 2007;85:1457-1464. 2. Food and Agriculture Organization of the United Nations (2010). Fats and fatty acids in human nutrition: Report of an expert consultation. FAO Food and Nutrition Paper 91. Rome. Available online at: <http://www.fao.org/docrep/013/i1953e/i1953e00.pdf>. 3. Martinez M. Tissue levels of polyunsaturated fatty acids during early human development. *J Pediatr.* 1992;120(4 Pt 2):S129-S138. 4. Innis SM. Perinatal biochemistry and physiology of long-chain polyunsaturated fatty acids. *J Pediatr.* 2003;143:S1-S8. 5. Birch EE, Garfield S, Hoffman DR, et al. A randomized controlled trial of early dietary supply of long-chain polyunsaturated fatty acids and mental development in term infants. *Dev Med Child Neurol.* 2000;42:174-181. 6. Auestad N, Halter R, Hall RT, et al. Growth and development in term infants fed long-chain polyunsaturated fatty acids: a double-blind, randomized, parallel, prospective, multivariate study. *Pediatrics.* 2001;108:372-381. 7. Colombo J, Carlson SE, Cheatham CL, et al. Long-chain polyunsaturated fatty acid supplementation in infancy reduces heart rate and positively affects distribution of attention. *Pediatr Res.* 2011;70:406-410. 8. Drover J, Hoffman DR, Castañeda YS, et al. Three randomized controlled trials of early long-chain polyunsaturated fatty acid supplementation on means-end problem solving in 9-month-olds. *Child Dev.* 2009;80:1376-1384. 9. Morale SE, Hoffman DR, Castañeda YS, et al. Duration of long-chain polyunsaturated fatty acids availability in the diet and visual acuity. *Early Hum Dev.* 2005;81:197-203. 10. Colombo J, Carlson SE, Cheatham CL, et al. Long-term effects of LCPUFA supplementation on childhood cognitive outcomes. *Am J Clin Nutr.* 2013;98:403-412.

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