

Store Brand Formula

# Product Information

For U.S. Healthcare Professionals



**Perrigo®**  
MAKERS OF ALL  
STORE BRAND INFANT FORMULA



# Consider the Facts About Store Brand Infant Formula

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Matches the nutrition of  
Similac® and Enfamil®<sup>1</sup>



Proven to be as  
well-tolerated as  
Similac® and Enfamil®<sup>2</sup>



Clinically proven  
to support growth  
and development<sup>3</sup>



Meets all FDA  
quality and  
nutritional standards



Costs up to  
50% less<sup>4</sup> than  
national brands



Available  
nationwide

# Match Up The Nutrition!

If Using a Name Brand... ..Try Store Brand Page Number

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## Who is Perrigo?

Perrigo Company plc is dedicated to making lives better by bringing “Quality, Affordable Self-Care Products™” that consumers trust everywhere they are sold. The Company is a leading provider of over-the-counter (“OTC”) health and wellness solutions that enhance individual well-being by empowering consumers to proactively prevent or treat conditions that can be self-managed.



Beginning in 1887, Perrigo has built a unique business model that today delivers affordable and reliable solutions to prevent and treat self-managed conditions. Robust research and development (R&D) capabilities set us apart; we are best described as a consumer goods company, a high-quality pharmaceutical manufacturing organization, and a world-class supply chain network. Perrigo is the world's largest manufacturer of OTC self-care products and supplier of infant formulas for the store-brand market.

Our vision is to make lives better by bringing Quality, Affordable Self-Care Products™ that consumers trust everywhere they are sold.

## About Store Brand Infant Formula

Perrigo is the trusted name behind store brand infant formulas. For more than 20 years, store brand formulas have been trusted by pediatricians, parents and caregivers, and leading retailers, including Walmart, Sam's Club, Costco, and Target. These stores sell store brand formulas under their own labels to moms and dads across the country.

Today, Perrigo produces a variety of routine and specialty formulas to meet the needs of infants. These include milk-based, soy-based, partially hydrolyzed, reduced lactose, and added rice infant formulas.

Perrigo takes a scientific, 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 probiotics, and 2'-FL HMO.

Just like their name-brand counterparts, store brand formulas provide complete nutrition needed for growth and development. Our powder infant formulas are

manufactured in FDA-inspected facilities in Vermont and Ohio, U.S.A. Our dairy ingredients are sourced from leading dairy markets, including the United States, Canada, and New Zealand. **Like all infant formulas sold in the United States, store brand formulas are clinically<sup>1</sup> studied and meet the same FDA standards.**

## Why Store Brand Infant Formula is the Right Solution for Many Families

Infant formula can be very expensive. During the last four years alone, name-brand prices have risen by 6%, which means it can cost families more than \$1,700 each year<sup>2</sup> to feed their new baby. All infant formulas sold in the United States must meet the same FDA standards. This means big-name advertised brands and store brands must offer complete nutrition for growth and development so a baby can thrive. Perrigo provides affordable, complete nutrition for all babies. By educating parents about store brand infant formula, pediatricians like you can help moms and dads save up to 50% compared to the nationally advertised brands, without compromising nutrition.

## Educate Parents So Your Precious Patients Get the Nutrition They Need to Thrive

Breastfeeding is best for babies. There's no question. Infant formula is the only safe alternative, and most moms use formula at some point to feed their baby. Pediatricians report that parents are making unsafe infant-feeding choices to save money. They also readily acknowledge that families are sensitive to the high price of infant formula. Many parents don't realize that infant formula is strictly regulated, so even though "generic" brands are less expensive, they still provide the same nutrition that babies need to grow and develop. Store brand formula can help save your patients money.

### Your families get a 9 day supply for free, after rebate!<sup>3</sup>

While we don't have reps and free samples, we do offer in-office rebates (up to \$20) making it easy for families to try store brand formula for free. To learn more and request a rebate kit to help your patients try it for free, visit [PerrigoPediatrics.com](http://PerrigoPediatrics.com)

<sup>1</sup>Studied before the addition of prebiotics, lutein & HMO.

<sup>2</sup>Calculations 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 week based on an average weekly usage of 1.5 pounds of powder.

<sup>3</sup>Reflects an average consumption of 26 fl. oz. per day in the first year. Pricing, reconstitution and infant formula consumption may vary. Based on IRI Market Advantage sales data, February 2020.

# INFANT

STORE BRAND  
INFANT



**\$14.91<sup>1</sup>**

ENFAMIL PREMIUM®  
INFANT



**\$24.15<sup>1</sup>**

## Nutrients /100 Cal

Protein g	2	2
Fat g	5.3	5.3
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	24	24

## Minerals

Calcium mg	78	78
Phosphorus mg	43	43
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	27	27
Potassium mg	108	108
Chloride mg	63	63

## INDICATION

**Routine milk-based, iron-fortified formula for term infants 0-12 months. Provides complete nutrition, and supports growth and development.**

## PRODUCT FEATURES

- 20mg of Omega-3 DHA per 6 fl oz
- Dual prebiotics galactooligosaccharide (GOS) and fructooligosaccharide (FOS)
- Nutrient density of 20kcal/oz
- Protein is 60:40 whey-to-casein ratio

## COMPOSITION

NONFAT MILK, LACTOSE, VEGETABLE OILS (PALM OLEIN, COCONUT, SOY, HIGH OLEIC [SAFFLOWER OR SUNFLOWER] OIL), WHEY PROTEIN CONCENTRATE, GALACTOOLIGOSACCHARIDES<sup>1</sup>, **LESS THAN 1%: MORTIERELLA ALPINA OIL<sup>2</sup>, CRYPTHECODINIUM COHNII OIL<sup>3</sup>, FRUCTOOLIGOSACCHARIDES<sup>1</sup>, SOY LECITHIN, VITAMIN A PALMITATE, VITAMIN D3, VITAMIN E ACETATE, VITAMIN K1, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, VITAMIN B6 HYDROCHLORIDE, VITAMIN B12, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE CHLORIDE, INOSITOL, CALCIUM CARBONATE, CALCIUM CHLORIDE, CALCIUM HYDROXIDE, MAGNESIUM CHLORIDE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, POTASSIUM BICARBONATE, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, POTASSIUM PHOSPHATE, SODIUM SELENITE, SODIUM CITRATE, TAURINE, L-CARNITINE, BETA-CAROTENE, MIXED TOCOPHEROL CONCENTRATE, ASCORBYL PALMITATE, MONOGLYCERIDES, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE 5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE). **CONTAINS MILK AND SOY INGREDIENTS.****

<sup>1</sup>A type of prebiotic

<sup>2</sup>A source of arachidonic acid (ARA)

<sup>3</sup>A source of docosahexaenoic acid (DHA)

<sup>1</sup>Pricing 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.

Enfamil Premium® is a registered trademark of Mead Johnson & Co. Store Brand Infant infant formula is not made by or affiliated with Mead Johnson & Co.

See Product Label for full disclaimers (R90).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](http://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



AMAZON



SAM'S CLUB

# ADVANTAGE®

STORE BRAND  
ADVANTAGE®

SIMILAC  
PRO-ADVANCE®



**\$16.51<sup>1</sup>**

**\$29.38<sup>1</sup>**

## Nutrients /100 Cal

Protein g	2.07	2.07
Fat g	5.6	5.6
Carbohydrate g	10.7	10.5
Water g	133	141
Linoleic Acid mg	860	1,000

## Vitamins

Vitamin A IU	300	300
Vitamin D IU	75	75
Vitamin E IU	1.5	1.5
Vitamin K mcg	8	8
Vitamin B1, mcg	100	100
Vitamin B2, mcg	160	160
Vitamin B6, mcg	63	63
Vitamin B12, mcg	0.26	0.26
Niacin mcg	1,100	1,100
Folic Acid mcg	16	16
Pantothenic Acid mcg	470	470
Biotin mcg	4.6	4.6
Vitamin C mg	9	9
Choline mg	24	24
Inositol mg	4.9	4.9

## Minerals

Calcium mg	82	82
Phosphorus mg	44	44
Magnesium mg	6	6
Iron mg	1.9	1.9
Zinc mg	0.79	0.79
Manganese mcg	5	5
Copper mcg	95	95
Iodine mcg	6	6
Selenium mcg	2	2
Sodium mg	25	25
Potassium mg	110	110
Chloride mg	68	68



## INDICATION

**Routine milk-based, iron-fortified formula for term infants 0-12 months. Provides complete nutrition, and supports growth and development.**

## PRODUCT FEATURES

- DHA, Lutein and Vitamin E
- 2'-FL HMO prebiotic for immune support
- Prebiotic fructooligosaccharide (FOS)
- Nutrient density of 20kcal/oz
- Protein is 52:48 whey-to-casein ratio

## COMPOSITION

NONFAT MILK, LACTOSE, PALM OLEIN, WHEY PROTEIN CONCENTRATE, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, FRUCTOOLIGOSACCHARIDE (FOS), **LESS THAN 1%:** CRYPTHECODINIUM COHNII OIL<sup>\*\*</sup>, MORTIERELLA ALPINA OIL<sup>††</sup>, 2'-FUCOSYLLACTOSE (2'-FL)<sup>‡‡</sup>, BETA-CAROTENE, LUTEIN, POTASSIUM BICARBONATE, CALCIUM CARBONATE, ASCORBIC ACID, SOY LECITHIN, MONOGLYCERIDES, CALCIUM CHLORIDE, CALCIUM HYDROXIDE, MAGNESIUM CHLORIDE, FERROUS SULFATE, CHOLINE BITARTRATE, ASCORBYL PALMITATE, SODIUM CITRATE, TAURINE, INOSITOL, ZINC SULFATE, MIXED TOCOPHEROL CONCENTRATE, VITAMIN E (DI-ALPHA TOCOPHERYL ACETATE), NIACINAMIDE, CALCIUM PANTOTHENATE, L-CARNITINE, VITAMIN A PALMITATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, MANGANESE SULFATE, VITAMIN K1 (PHYTONADIONE), BIOTIN, SODIUM SELENITE, VITAMIN D3, CYANOCOBALAMIN, POTASSIUM PHOSPHATE, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE). **CONTAINS MILK AND SOY INGREDIENTS.**

<sup>\*\*</sup>A source of docosahexaenoic acid (DHA).

<sup>††</sup>A source of arachidonic acid (ARA).

<sup>‡‡</sup>A prebiotic similar to that found in breast milk (2'-FL).

<sup>†</sup>Pricing 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.

Similac PRO-ADVANCE<sup>®</sup> is a registered trademark of Abbott Laboratories. Store Brand Advantage<sup>®</sup> infant formula is not made by or affiliated with Abbott Laboratories. Store Brand Advantage<sup>®</sup> Infant Formula does not contain the identical proprietary ingredient blend of prebiotics, patented levels of nucleotides, lutein, and lycopene in comparable Similac<sup>®</sup> infant formulas. Advantage<sup>®</sup> is a registered trademark of PBM Products, LLC.

See Product Label for full disclaimers (Z40).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](https://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



AMAZON



SAM'S CLUB

# TENDER®

STORE BRAND  
TENDER®

GERBER®  
GOOD START® GENTLE



**\$14.61<sup>1</sup>**

**\$25.50<sup>1</sup>**

## Nutrients /100 Cal

Protein g	2.2	2.2
Fat g	5.1	5.1
Carbohydrate g	11.6	11.6
Water g	134	134
Linoleic Acid mg	860	900

## Vitamins

Vitamin A IU	300	300
Vitamin D IU	75	75
Vitamin E IU	2	2
Vitamin K mcg	8	8
Vitamin B1, mcg	100	100
Vitamin B2, mcg	140	140
Vitamin B6, mcg	75	75
Vitamin B12, mcg	0.33	0.33
Niacin mcg	1,050	1,050
Folic Acid mcg	15	15
Pantothenic Acid mcg	450	450
Biotin mcg	4.4	4.4
Vitamin C mg	10	10
Choline mg	24	24
Inositol mg	6	6

## Minerals

Calcium mg	67	67
Phosphorus mg	38	38
Magnesium mg	7	7
Iron mg	1.5	1.5
Zinc mg	0.8	0.8
Manganese mcg	15	15
Copper mcg	80	80
Iodine mcg	12	12
Selenium mcg	3	3
Sodium mg	27	27
Potassium mg	108	108
Chloride mg	65	65

## INDICATION

**Store Brand Tender® infant formula is a milk-based, iron-fortified formula modeled after breastmilk with complete nutrition for growth and development. It is made with 100% partially broken down whey protein, making it easier to digest.**

## PRODUCT FEATURES

- DHA and Choline
- Galactooligosaccharide (GOS) to help support immune health
- Modeled after the complete nutrition of breast milk
- Nutrient density of 20kcal/oz
- Protein is 100% partially hydrolyzed whey

## COMPOSITION

LACTOSE, PARTIALLY HYDROLYZED WHEY PROTEIN, MALTODEXTRIN, PALM OLEIN, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, GALACTO-OLIGOSACCHARIDES (GOS)<sup>†</sup>, **LESS THAN 2%:** MORTIERELLA ALPINA OIL<sup>‡</sup>, CRYPTHECODINIUM COHNII OIL<sup>§</sup>, L-CARNITINE, MIXED TOCOPHEROL CONCENTRATE, MONOGLYCERIDES, SOY LECITHIN, TAURINE, ASCORBYL PALMITATE, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE), CALCIUM CARBONATE, CALCIUM CHLORIDE, CALCIUM HYDROXIDE, CUPRIC SULFATE, FERROUS SULFATE, MAGNESIUM CHLORIDE, MANGANESE SULFATE, POTASSIUM BICARBONATE, POTASSIUM HYDROXIDE, POTASSIUM IODIDE, POTASSIUM PHOSPHATE, SODIUM CITRATE, SODIUM SELENITE, ZINC SULFATE, ASCORBIC ACID, BETA-CAROTENE, BIOTIN, CALCIUM PANTOTHENATE, CHOLINE BITARTRATE, CYANOCOBALAMIN, FOLIC ACID, INOSITOL, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, RIBOFLAVIN, THIAMINE HYDROCHLORIDE, VITAMIN A PALMITATE, VITAMIN D (CHOLECALCIFEROL), VITAMIN E (DI-ALPHA TOCOPHERYL ACETATE), VITAMIN K (PHYTONADIONE). **CONTAINS MILK AND SOY INGREDIENTS.**

<sup>†</sup>A prebiotic sourced from milk

<sup>‡</sup>A source of arachidonic acid (ARA)

<sup>§</sup>A source of docosahexaenoic acid (DHA)

Perrigo Store Brand Tender® Infant Formula was not the subject of studies reviewed by the FDA in granting Nestlé a Qualified Health Claim regarding atopic dermatitis.

<sup>†</sup>Pricing 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.

Gerber® and Good Start® are registered trademarks of the Société de Produits Nestlé, S.A. Store Brand Tender® infant formula is not made by or affiliated with Société des Produits Nestlé, S.A. Tender® is a registered trademark of PBM Nutritionals, LLC.

See Product Label for full disclaimers (U97).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](https://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



MEIJER



TOPCO

# GENTLE®

STORE BRAND  
GENTLE®



\$16.33<sup>1</sup>

ENFAMIL PREMIUM®  
GENTLEASE®



\$25.72<sup>1</sup>

## Nutrients /100 Cal

Protein g	2.3	2.3
Fat g	5.3	5.3
Carbohydrate g	10.8	10.8
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	24	24

## Minerals

Calcium mg	82	82
Phosphorus mg	46	46
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	36	36
Potassium mg	108	108
Chloride mg	63	63

## INDICATION

**Store Brand Gentle® infant formula is a milk-based, iron-fortified, easy-to-digest formula with casein and partially hydrolyzed whey. It is designed for fussiness, gas and crying. It provides complete nutrition, and supports growth and development.**

## PRODUCT FEATURES

- 20mg of Omega-3 DHA per 6 fl oz
- Partially broken down protein
- Nutrient density of 20kcal/oz
- Protein is 60:40 whey-to-casein ratio
- 29mg of the nutrient inositol per 6 fl oz

## COMPOSITION

CORN SYRUP, NONFAT MILK, PALM OLEIN, PARTIALLY HYDROLYZED WHEY, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, **LESS THAN 2%:** MORTIERELLA ALPINA OIL<sup>†</sup>, CRYPTHECODINIUM COHNII OIL<sup>‡</sup>, L-CARNITINE, MIXED TOCOPHEROL CONCENTRATE, MONOGLYCERIDES, SOY LECITHIN, TAURINE, CALCIUM CARBONATE, CALCIUM CHLORIDE, CUPRIC SULFATE, FERROUS SULFATE, MAGNESIUM CHLORIDE, MANGANESE SULFATE, POTASSIUM BICARBONATE, POTASSIUM HYDROXIDE, POTASSIUM IODIDE, POTASSIUM PHOSPHATE, SODIUM CITRATE, SODIUM SELENITE, ZINC SULFATE, ASCORBIC ACID, ASCORBYL PALMITATE, BETA-CAROTENE, BIOTIN, CALCIUM PANTOTHENATE, CHOLINE BITARTRATE, CYANOCOBALAMIN, FOLIC ACID, INOSITOL, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, RIBOFLAVIN, THIAMINE HYDROCHLORIDE, VITAMIN A PALMITATE, VITAMIN D (CHOLECALCIFEROL), VITAMIN E (dl-ALPHA TOCOPHERYL ACETATE), VITAMIN K (PHYTONADIONE). **CONTAINS MILK AND SOY INGREDIENTS.**

<sup>†</sup>Compared to standard milk-based formulas

<sup>‡</sup>A source of arachidonic acid (ARA)

<sup>§</sup>A source of docosahexaenoic acid (DHA)

<sup>†</sup>Pricing 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.

Enfamil Premium® and Gentlease® are registered trademarks of Mead Johnson & Co. Store Brand Gentle® infant formula is not made by or affiliated with Mead Johnson & Co. Gentle® is a registered trademark of PBM Products, LLC.

See Product Label for full disclaimers (X17).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](https://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



AMAZON



SAM'S CLUB

# SENSITIVITY®

STORE BRAND  
SENSITIVITY®



**\$15.92<sup>1</sup>**

SIMILAC  
PRO-SENSITIVE®



**\$29.13<sup>1</sup>**

## Nutrients /100 Cal

Protein g	2.1	2.1
Fat g	5.4	5.4
Carbohydrate g	10.9	10.9
Water g	134	141
Linoleic Acid mg	860	1000

## Vitamins

Vitamin A IU	300	300
Vitamin D IU	60	60
Vitamin E IU	1.5	1.5
Vitamin K mcg	8	8
Vitamin B1, mcg	100	100
Vitamin B2, mcg	160	160
Vitamin B6, mcg	63	63
Vitamin B12, mcg	0.26	0.26
Niacin mcg	1,100	1,100
Folic Acid mcg	16	16
Pantothenic Acid mcg	470	470
Biotin mcg	4.6	4.6
Vitamin C mg	9	9
Choline mg	24	24
Inositol mg	4.5	4.5

## Minerals

Calcium mg	88	88
Phosphorus mg	59	59
Magnesium mg	6	6
Iron mg	1.9	1.9
Zinc mg	0.79	0.79
Manganese mcg	5	5
Copper mcg	95	95
Iodine mcg	9	9
Selenium mcg	2	2
Sodium mg	32	32
Potassium mg	110	110
Chloride mg	68	68

## INDICATION

**Store Brand Sensitivity® infant formula is designed for fussiness and gas when there is a sensitivity to lactose. It is 99% reduced lactose, milk-based, iron-fortified formula which provides complete nutrition, and supports growth and development.**

## PRODUCT FEATURES

- 2'-FL HMO for immune support
- DHA, Lutein and Vitamin E
- Nutrient density of 20kcal/oz
- 99% less lactose than standard milk-based formula

## COMPOSITION

CORN SYRUP, MILK PROTEIN ISOLATE, PALM OLEIN, SUCROSE, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, **LESS THAN 2%:** MORTIERELLA ALPINA OIL<sup>††</sup>, CRYPTHOCODINIUM COHNII OIL<sup>††</sup>, 2'-FUCOSYLLACTOSE (2'-FL)<sup>§§</sup>, 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 INGREDIENTS.**

**Not intended for use by infants or children with Galactosemia.**

<sup>§§</sup>99% less lactose than standard milk-based infant formulas. Product nutrient values and ingredients are subject to change. Please see product label for current information.

<sup>††</sup>A source of docosahexaenoic acid (DHA).

<sup>††</sup>A source of arachidonic acid (ARA).

<sup>§§</sup>A prebiotic similar to that found in breast milk (2'-FL).

<sup>†</sup>Pricing 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.

Similac PRO-SENSITIVE® is a registered trademark of Abbott Laboratories. Store Brand Sensitivity® infant formula is not made by or affiliated with Abbott Laboratories. Store Brand Sensitivity® Infant Formula does not contain the identical proprietary ingredient blend of prebiotics, patented levels of nucleotides, lutein, and lycopene in comparable Similac® infant formulas. Sensitivity® is a registered trademark of PBM Products, LLC.

See Product Label for full disclaimers (R99).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](http://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



AMAZON



SAM'S CLUB

# SOY

STORE BRAND  
SOY

SIMILAC®  
SOY ISOMIL®



\$13.69<sup>1</sup>

\$28.19<sup>1</sup>

## Nutrients /100 Cal

Protein g	2.45	2.45
Fat g	5.46	5.46
Carbohydrate g	10.4	10.4
Water g	133	141
Linoleic Acid mg	860	1,000

## Vitamins

Vitamin A IU	300	300
Vitamin D IU	60	60
Vitamin E IU	1.5	1.5
Vitamin K mcg	11	11
Vitamin B1, mcg	63	63
Vitamin B2, mcg	95	95
Vitamin B6, mcg	63	63
Vitamin B12, mcg	0.47	0.47
Niacin mcg	1,400	1,400
Folic Acid mcg	16	16
Pantothenic Acid mcg	780	780
Biotin mcg	4.7	4.7
Vitamin C mg	9	9
Choline mg	24	24
Inositol mg	5	5

## Minerals

Calcium mg	110	110
Phosphorus mg	79	79
Magnesium mg	7.9	7.9
Iron mg	1.9	1.9
Zinc mg	0.79	0.79
Manganese mcg	25	25
Copper mcg	79	79
Iodine mcg	16	16
Selenium mcg	2	2
Sodium mg	46	46
Potassium mg	110	110
Chloride mg	65	65



## INDICATION

**Store Brand Soy infant formula is for infants with feeding issues related to sensitivity to milk-based formula. It is iron-fortified and provides complete nutrition and supports growth and development. It is for babies with sensitive tummies when a soy formula is preferred. Suitable for ages 0-12 months.**

## PRODUCT FEATURES

- Lactose Free
- DHA, Lutein and Vitamin E
- Suitable for infants with lactose intolerance
- Nutrient density of 20kcal/oz
- Protein is 100% soy

## COMPOSITION

CORN SYRUP, SOY PROTEIN ISOLATE, PALM OLEIN, SOY OIL, COCONUT OIL, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, **LESS THAN 2%:** MORTIERELLA ALPINA OIL<sup>†</sup>, CRYPTHECODINIUM COHNII OIL<sup>†</sup>, LUTEIN, FRUCTOOLIGOSACCHARIDES, CALCIUM PHOSPHATE, POTASSIUM CITRATE, POTASSIUM CHLORIDE, MAGNESIUM CHLORIDE, SODIUM CITRATE, ASCORBIC ACID, CHOLINE BITARTRATE, L-METHIONINE, TAURINE, ASCORBYL PALMITATE, FERROUS SULFATE, INOSITOL, MIXED TOCOPHEROL CONCENTRATE, ZINC SULFATE, VITAMINE E (dl-ALPHA-TOCOPHERYLACETATE), L-CARNITINE, NIACINAMIDE, CALCIUM PANTOTHENATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, VITAMIN A PALMITATE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, POTASSIUM IODIDE, POTASSIUM HYDROXIDE, VITAMIN K (PHYTONADIONE), BIOTIN, SODIUM SELENITE, BETA-CAROTENE, VITAMIN D (CHOLECALCIFEROL), CYANOCOBALAMIN, MONOGLYCERIDES, SOY LECITHIN, TRIBASIC CALCIUM PHOSPHATE, CALCIUM CARBONATE, MANGANESE SULFATE, POTASSIUM BICARBONATE. **CONTAINS SOY INGREDIENTS.**

\*A source of arachidonic acid (ARA)

†A source of docosahexaenoic acid (DHA)

<sup>†</sup>Pricing 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.

Similac® and Isomil® are registered trademarks of Abbott Laboratories. Store Brand Soy infant formula is not made by or affiliated with Abbott Laboratories. Store Brand Soy infant formula does not contain the identical proprietary ingredient blend of prebiotics, patented levels of nucleotides, lutein, and lycopene in comparable Similac® infant formulas.

See Product Label for full disclaimers (H63).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](http://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



CVS



ALDI

# ADDED RICE STARCH

STORE BRAND  
ADDED RICE STARCH

ENFAMIL  
A.R.®



\$12.82<sup>1</sup>

\$28.25<sup>1</sup>

## 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

## 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.<sup>2</sup>**

## 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, GALACTOOLIGOSACCHARIDES<sup>1</sup>, **LESS THAN 1%:** MORTIERELLA ALPINA OIL<sup>4</sup>, CRYPTHECODINIUM COHNII OIL<sup>5</sup>, FRUCTOOLIGOSACCHARIDES<sup>1</sup>, 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.**

<sup>1</sup>A type of prebiotic

<sup>2</sup>A source of arachidonic acid (ARA)

<sup>3</sup>A source of docosahexaenoic acid (DHA)

<sup>4</sup>Pricing 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.

<sup>5</sup>Lightdale JR, Gremse DA. Section on Gastroenterology, Hepatology, and Nutrition. Gastroesophageal reflux: management guidance for the pediatrician. *Pediatrics*. 2013;131:e1684-e1695.

Enfamil A.R.<sup>®</sup> is a registered trademark of Mead Johnson & Co. Store Brand Added Rice infant formula is not made by or affiliated with Mead Johnson & Co.

See Product Label for full disclaimers (X09).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](http://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



KROGER



TOPCO



CVS

# COMPLETE® COMFORT



**\$13.98<sup>1</sup>**



**\$29.72<sup>1</sup>**

## Nutrients /100 Cal

Protein g	2.32	2.32
Fat g	5.4	5.4
Carbohydrate g	11	11
Water g	134	141
Linoleic Acid mg	1,000	1,000

## Vitamins

Vitamin A IU	300	300
Vitamin D IU	60	60
Vitamin E IU	1.5	1.5
Vitamin K mcg	8	8
Vitamin B1, mcg	100	100
Vitamin B2, mcg	160	160
Vitamin B6, mcg	63	63
Vitamin B12, mcg	0.26	0.26
Niacin mcg	1,100	1,100
Folic Acid mcg	16	16
Pantothenic Acid mcg	470	470
Biotin mcg	4.6	4.6
Vitamin C mg	9	9
Choline mg	24	24
Inositol mg	24	24

## Minerals

Calcium mg	105	105
Phosphorus mg	70	70
Magnesium mg	6	6
Iron mg	1.9	1.9
Zinc mg	0.79	0.79
Manganese mcg	5	5
Copper mcg	95	95
Iodine mcg	15	15
Selenium mcg	2	2
Sodium mg	46	46
Potassium mg	121	121
Chloride mg	68	68

## INDICATION

**Nutritionally complete, non-GMO<sup>†</sup>, infant formula for mild tolerance symptoms such as fussiness and gas. Made with partially hydrolyzed whey protein, as an alternative to routine intact-protein, milk-based formulas. Store brand Complete<sup>®</sup> Comfort contains no artificial growth hormones and includes key ingredients found in breastmilk, like Vitamin E and Lutein for eye development, DHA for brain development and prebiotic 2'-FL HMO to support immunity.**

## PRODUCT FEATURES

- Complete nutrition for delicate tummies
- Nutrient density of 20kcal/oz
- Easy to digest, 100% partially hydrolyzed whey protein
- Less than 2% lactose
- 2'-FL HMO, a prebiotic commonly found in breast milk, for immune support
- DHA is an essential fatty acid that occurs naturally in mother's milk and supports baby's developing brain.
- No Palm oil

## COMPOSITION

CORN MALTODEXTRIN, PARTIALLY HYDROLYZED WHEY PROTEIN, HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL, SOY OIL, COCONUT OIL, **LESS THAN 2%: CRYPTHECODINIUM COHNII OIL<sup>††</sup>, MORTIERELLA ALPINA OIL<sup>†</sup>, FRUCTOOLIGOSACCHARIDES (FOS), 2-FUCOSYLLACTOSE (2-FL)<sup>†</sup>, BETA-CAROTENE, LUTEIN, POTASSIUM PHOSPHATE, CALCIUM CHLORIDE, POTASSIUM BICARBONATE, MAGNESIUM CHLORIDE, ASCORBIC ACID, SOY LECITHIN, MONOGLYCERIDES, SODIUM CITRATE, CALCIUM HYDROXIDE, FERROUS SULFATE, CHOLINE BITARTRATE, TAURINE, INOSITOL, ZINC SULFATE, ASCORBYL PALMITATE, L-CARNITINE, NIACINAMIDE, MIXED TOCOPHEROL CONCENTRATE, VITAMIN E (d-ALPHA TOCOPHERYL ACETATE), CALCIUM PANTOTHENATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, VITAMIN A PALMITATE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID, MANGANESE SULFATE, VITAMIN K (PHYTONADIONE), POTASSIUM IODIDE, BIOTIN, SODIUM SELENITE, VITAMIN D (CHOLECALCIFEROL), CYANOCOBALAMIN, POTASSIUM HYDROXIDE, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE). **CONTAINS MILK AND SOY.****

<sup>†</sup>A prebiotic similar to that found in breast milk (2'-FL)

<sup>††</sup>A source of arachidonic acid (ARA)

<sup>\*\*</sup>A source of docosahexaenoic acid (DHA)

<sup>†</sup>Pricing reflects Perrigo's 2019 suggested retail price for a 22.5 ounces container of Complete<sup>®</sup> Comfort Store Brand Infant Formula compared to pricing for Similac Pro-Total Comfort<sup>®</sup> infant formula in the 22.5 ounces container based on IRI annual retail sales for Similac Pro-Total Comfort<sup>®</sup> infant formula as of February 2020.

This product is not manufactured or distributed by the owner of the registered trademark Similac Pro-Total Comfort<sup>®</sup>. Store Brand Complete<sup>®</sup> Comfort Infant Formula does not contain the identical proprietary ingredient blend of prebiotics, patented levels of nucleotides, lutein and lycopene in Similac Pro-Total Comfort<sup>®</sup>. Complete<sup>®</sup> is a registered trademark of PBM Products, LLC.

<sup>†</sup>Ingredients not genetically engineered.

See Product Label for full disclaimers (J05).

## PRODUCT AT LEADING RETAILERS

Visit [PerrigoPediatrics.com/find](https://PerrigoPediatrics.com/find) to find a full list of stores in your area.



WALMART



TARGET



CVS



H-E-B



MEIJER



## Available from Retailers Nationwide



WALMART



SAM'S CLUB



TARGET



KROGER



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CVS



ALDI



WALGREENS



AMAZON



## We Want to Hear From You.

Have questions about Store Brand Infant Formula?

Visit [perrigopediatrics.com/productguide](https://perrigopediatrics.com/productguide) to learn more and order a rebate kit for your office. Call us at 855-984-9489 or contact us anytime at [hello@perrigopediatrics.com](mailto:hello@perrigopediatrics.com).