

# The High Cost of Free Samples

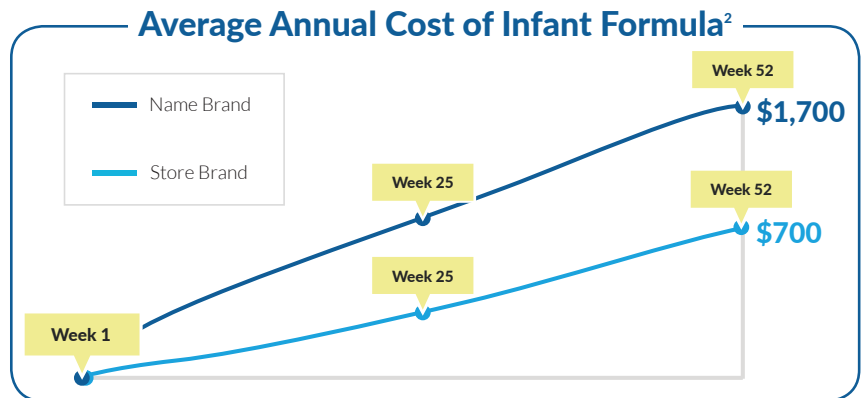
## What You Recommend Matters

- **69% of moms** believe a sample from their HCP is an endorsement<sup>1</sup>
- Especially when it comes to infant formula, because formula feeding is often unplanned & unresearched
- Your discussion about feeding baby has a **big** influence on their decisions



## Consider the Cost of Free Samples for Your Patients

- Free samples can have major cost implications
- Name brand formula can end up costing parents \$1,700 a year or more.<sup>2</sup>



## Recommending Store Brand Infant Formula is Just Like Recommending Generics



You confidently recommend generics in other categories to help families save money.

## Consider the Facts about Store Brand Infant Formula



Matches the nutrition of Similac® and Enfamil®<sup>3</sup>



Easy to switch because it is proven to be as well-tolerated as Similac® and Enfamil®<sup>4</sup>



Clinically-proven to support growth and development<sup>5</sup>



Meets FDA quality and nutritional standards



Costs up to 50% less<sup>2</sup> than national brands

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# You Have More Influence on Feeding Than You Think.

**Parents rely on you.** Your discussion about feeding baby has a big influence on their decisions. Therefore, what you recommend matters; especially when it comes to infant formula, because formula feeding is often unplanned and unresearched.

**92%**

of moms plan on breastfeeding baby, so they don't research infant formulas before baby arrives<sup>6</sup>



**57%**

of moms start using formula earlier than planned (2-3 months earlier than planned on average)<sup>7</sup>



**21%**

of moms admit to using more water than required to save money, or make formula last longer<sup>8</sup>



## That Sample May Not Be Helpful

While it feels good reaching into a sample closet knowing the family is going home with quality nutrition for a few days, **sticking with the brand of the free sample can cost \$1,700 or more over time.**<sup>2</sup> In some cases, it can lead to unsafe feeding practices such as diluting formula to stretch their budget.

## How Can You Help Parents?

When you reach for the sample closet, be sure to discuss store brand infant formula, give them a rebate to try it and feel confident about recommending complete nutrition, so your patients stretch their paycheck, not their formula.

**Store brand infant formula gives you the confidence that families can more easily afford complete nutrition.** That's because store brand infant formula costs up to 50% less than national brands and can actually save families up to \$700 a year.<sup>2</sup>



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AMAZON



## We Want to Hear From You.

Have questions about Store Brand Infant Formula?

Visit [perrigopediatrics.com/freesamples](https://perrigopediatrics.com/freesamples) 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).

<sup>1</sup>Kelton "Brand New Mom Survey" December 2011. <sup>2</sup>Calculations based on April 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. <sup>3</sup>This product is not manufactured or distributed by the owners of the registered trademarks Similac Pro-Advance® and Enfamil®. <sup>4</sup>The Safety of Formula Switching for Infants, Barber et al, 2012. <sup>5</sup>PBM milk-based infant formula growth study in normal term infants (2005). Data on file. Perrigo Nutritional, Charlottesville, VA. Studied before the addition of Prebiotics and Lutein. <sup>6</sup>Meredith MomTrak, 2009. <sup>7</sup>Focus Group Open Mind Strategy, Feb 2010. <sup>8</sup>OnePoll survey for Store Brand Formula with a sample of children 0-3 years-old from July 23, 2018– August 22, 2018. © 2020 Perrigo. All rights reserved. Z11-2015-0352