

#1 BRAND
PREMATURE INFANT FORMULA*



FROM THE MAKERS OF SIMILAC®

#1 BRAND FED IN HOSPITALS

* Total US premature infant formula, all outlets as of 6/2020, Nielsen data.

Ask your pediatrician for a **FREE SAMPLE**—and about getting Similac® NeoSure® through WIC.*



The Promise of
Similac®

Helping preemies catch up on the outside— and on the inside



WIC* ELIGIBLE[†]
 IN ALL 50 STATES



NUTRIENT-ENRICHED* FORMULA FOR YOUR PREMIE'S FIRST YEAR

* WIC is a service mark of the US Department of Agriculture, and an abbreviation for the Special Supplemental Nutrition Program for Women, Infants, and Children. No endorsement of any brand or product by the USDA is implied or intended.

† Requires state medical documentation form. State approval is subject to change.

References: 1. Carver JD, et al. *Pediatrics*. 2001;107(4):683-689.
 2. Groh-Wargo S, et al. *Pediatr Res*. 2005;57(5 Pt 1):712-718.
 3. O'Connor DL, et al. *Pediatrics*. 2001;108(2):359-371.

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* Increased protein, vitamins, and minerals compared to term infant formula.

More to consider than weight and length

YOUR PREMIE HAS **INCREASED NUTRITION NEEDS** FROM DAY 1 TO YEAR 1

Nourish your preemie for growth you can see on the outside and development of important systems and organs on the inside



OUTSIDE

External growth is linked to better brain development and long-term growth



INSIDE

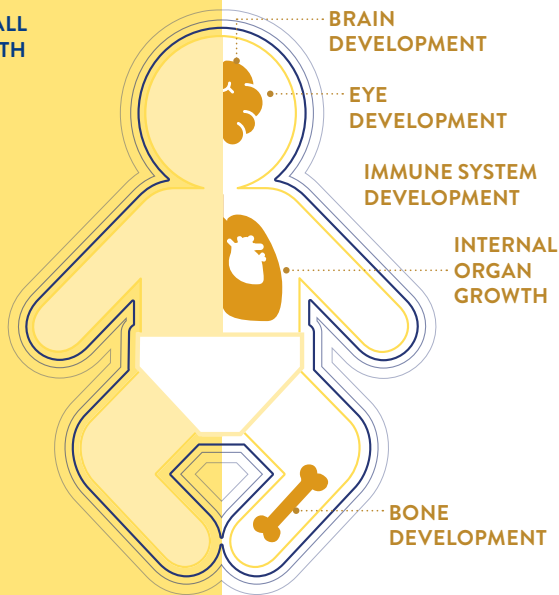
Internal development is key to the things you can't see—organs, bones, and vital systems

← HEAD SIZE →

OVERALL GROWTH



LENGTH



← WEIGHT →

Nutrition for your preemie. Confidence for you.



Similac® NeoSure® is uniquely designed to meet the nutrition needs of your preemie through the **first year of life**

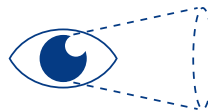
THE MOST **EXTENSIVELY STUDIED*** PRETERM POST-DISCHARGE FORMULA SHOWN TO IMPROVE:



OVERALL GROWTH¹



MUSCLE DEVELOPMENT^{2,‡}



VISUAL DEVELOPMENT^{3,§}



EARLY LANGUAGE DEVELOPMENT^{3,||}

* Similac NeoSure has more published research than any other nutrient-enriched¹ preterm post-discharge formula.

¹ Increased protein, vitamins, and minerals compared to term infant formula.

² Compared to infants fed a formula without DHA and ARA in a clinical trial with Similac® Special Care and Similac NeoSure infant formulas with iron; prior to the addition of lutein.

³ Visual acuity measured at 4 and 6 months corrected age and assessed by VEP (visual evoked potential).

^{||} Based on a subset of infants in a post hoc analysis.

Making nourishing your preemie a little easier



NEW VALUE SIZE AVAILABLE

\$210 IN SAVINGS*

- **22.8-oz** can
- Over **70% more** than the 13.1-oz can
- **16 more bottles** per can[†]



\$100 IN SAVINGS[‡]



In-depth knowledge about the complete nutrition of Similac® NeoSure®



Earn points to save even more on Similac NeoSure

Visit [NeoSure.com/JoinNow](https://www.similac.com/JoinNow) to sign up.

* Save \$214.24 when compared to Similac NeoSure 13.1 oz; average 12-months consumption of exclusively formula-fed baby vs average selling price of 13.1-oz size.

[†] 4-fl-oz bottles vs Similac NeoSure 13.1-oz powder.

[‡] Offers may vary.