

The Promise of Similac®

TO SUPPORT INFANT FORMULA NUTRITION WITH THE #1 INFANT FORMULA BRAND*

BACKED BY SCIENCE WITH OVER 300 STUDIES

SCAN
BELOW TO
PURCHASE



FORMULA RECOMMENDATION

DESCRIPTION



■ Similac®
Pro-Advance®



• Our closest formula to **breast milk**

■ Similac®
Pro-Sensitive®



• For **fussiness and gas** due to lactose sensitivity

■ Similac
Pro-Total Comfort™



• Partially broken down protein for **easy digestion**



■ Similac®
Alimentum®



- **Hypoallergenic** formula
- Start feeling better **today**
— Alimentum® starts **reducing colic symptoms#**
in most babies within **24 hours#**
- **WIC®† eligible‡** in **all 50 states**



■ Similac® Organic
with A2 Milk



• The **first and only** organic infant formula made
with **A2 milk**



■ Similac® NeoSure®



- Promotes **catch-up growth** during your
premature baby's **first 12 months**
- **WIC®† eligible‡** in **nearly all 50 states¶**



JOIN SIMILAC® STRONGMOMS® REWARDS
FOR UP TO \$400** IN BENEFITS
AND DIGITAL OPTIONS TO SAVE ONLINE§

§ Enroll in the NeoSure® Strongmoms® program by selecting your baby was born earlier than 37 weeks.





Abbott

life. to the fullest.™



Similac®

* Total US infant formula, all outlets as of 3/2020, Nielsen data. #1 Brand for Immune Support based on pediatrician recommendations.

† 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.

§ Excludes Arkansas

Due to protein sensitivity.

|| Based on a clinical study with Similac Alimentum Ready to Feed without DHA and ARA in a small group of infants experiencing colic symptoms due to cow's milk protein sensitivity. Data on File, Study AC84, August 2004. Abbott Nutrition; Columbus, Ohio.

** Offers may vary.

