

More Questions?

Learn more about breastfeeding at [Similac.com/Breastfeed](https://www.Similac.com/Breastfeed)

Parenting is challenging enough without parents challenging each other. What promise will you make to other parents?

#PromisesProject Find us on 

For live nutrition support, call our FeedingExpert line at **1-800-986-8800** (M–F, 8:30 AM–7 PM ET).

The Similac® FeedingExpert team is specially trained to give you live nutrition support over the phone.

I understand and agree that the information I've provided will be used according to the terms of Abbott Nutrition's Privacy Policy, which may be obtained by visiting www.Similac.com. Limit one enrollment per household. Offers and values may vary. Terms and conditions apply. For any questions or to opt out of future communications from us, please contact 1-800-232-7677.



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Your Guide

to Nutrition, Breastfeeding,
& Helpful Resources

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We promise to help you

KNOW more, **SAVE** more,
and **GROW** with your little one

Similac
REWARDS
FOR A **STRONG** START™

3 Easy Steps to FREE* Similac®!

Look inside for savings coupons good toward any Similac product. And check your mail for more coming soon.



1

USE COUPONS

Use your Similac coupons. We've included some in this kit!



2

EARN POINTS

Earn 5 points for every coupon you use. Points add up and rewards are sent automatically.



3

GET SIMILAC

Reach 35 points and get **FREE Similac.***



* Free Similac comes as a \$17 coupon good toward a 12-oz powder can. For terms and conditions, go to [similac.com/terms](https://www.similac.com/terms)

The Promise of
Similac

to Support Your Feeding Choice

Welcome to this exciting journey called motherhood. Wherever you are on your path, our goal is to make sure you're never going through it alone.

Inside you'll find information to help you:

KNOW We promise to deliver the knowledge you need to be confident in your promise to give your baby the very best. You'll get email updates that include helpful guides, tips, and nutrition information specific to your baby's needs.

SAVE We promise to give you benefits, such as personalized savings, to help with your promise to keep your baby fed. To help save you money, there are up to \$400* in savings and exclusive benefits.

GROW We promise to give different formula options to support your promise to help your baby grow. And because every baby is unique, we'll show you options that suit baby's unique needs for helping give her a strong start.

* Offers may vary.

Merchandise available at select participating OB offices and hospitals only.



You Are What You Eat, And So Is Your Milk

Proper nutrition is an ongoing journey during and after your pregnancy, playing a critical role in your health and your baby's growth. Most breastfeeding moms should take in about 500 extra calories, for a total of 2,000 to 2,500 calories per day.

So What Should You Be Eating?

1. GRAINS — 8 ounces a day
(at least half as whole grains)



2. VEGETABLES — 3 cups a day
(vary your vegetables)

3. FRUITS — 2 cups a day (try to eat whole or cut-up fruit rather than juice)



4. DAIRY — 3 cups a day (opt for low-fat or fat-free choices)

5. PROTEIN 6.5 oz a day
(choose lean meats and beans)



And, of course, make sure to drink plenty of fluids.



Get a personal nutrition and physical activity plan through the MyPlate program at [choosemyplate.gov](https://www.choosemyplate.gov)



Is Baby Ready to Feed? Follow Their Lead

How will you know when your baby is ready to feed? Watch and listen for these typical feeding cues, even when baby's asleep:

- **Sucking** or rooting.
- **Restlessness** or hand-to-mouth movements.
- **Small sounds.** Crying is a late hunger sign. Try to feed before then.

Feeding Flexibility: How Long & How Often?

In the early weeks, feeding cues can be hard to figure out. Avoid schedules and remember: every baby's signals are different. Here are some general guidelines:

Feed **30–40 minutes**

15–20 minutes on each breast



Feed every **1.5–3 hrs**

From the start of one feed to the start of the next



For more ways to milk breastfeeding for all it's worth, visit
similac.com/breastfeedingbasics

Breastfeeding: What's Your Position?

There is no one right breastfeeding position. The one that is most comfortable and effective is the right one at that feeding.



THE CRADLE HOLD Good for most moms and babies. If correctly positioned, your baby's body should form a straight line from ear to shoulder to hip.



THE CLUTCH OR FOOTBALL HOLD Good for mothers who had a C-section or mothers with large breasts, flat or inverted nipples, or a strong let-down reflex. It is also helpful for babies who prefer to be more upright.



LYING DOWN Good for an alternative position, especially at night or when sitting is uncomfortable.



For more breastfeeding positions, visit
[similac.com/positions](https://www.similac.com/positions)



Signs Your Baby Is Getting Enough Milk

Your baby:

- **Stops passing** meconium (thick black or dark-green stools) after about 4 days, and begins to pass yellow, seedy, runny stools 3 or more times a day
- **Wets** 6–8 diapers and has 2 bowel movements a day
- **Breastfeeds** every 2–3 hours
- **Breastfeeds** for 10 minutes or more and doesn't cry excessively after feeding
- **Makes** a rhythmic sucking sound during feedings
- **Nurses** at both breasts
- **Appears** satisfied after feedings
- **Consistently** gains weight



Signs Your Baby May Not Be Latched on Properly

You:

- **Have** sore nipples

Your baby:

- **Makes** clicking or smacking sounds when she sucks
- **Comes** off of the breast after a few sucks
- **Falls asleep** after just a couple of minutes of nursing
- **Dimples** her cheeks with each suck
- **Has too few** wet diapers
- **Remains** fussy and discontent after eating



If your nipples are sore, you should contact your healthcare professional.

Helpful Tips for Proper Latching

Proper latching is one of the most important aspects in determining the quality of the breastfeeding experience. The correct latch helps your baby get the proper nutrition and makes nursing more comfortable for you.

TO SHAPE THE BREAST for easy latch-on, compress your breast in a “U” hold, with your thumb and index finger at 3 and 9.

WHEN LATCHING and positioning your baby at the breast, hold baby’s nose close to your nipple.

STROKE HER BOTTOM LIP with your nipple and wait for baby’s mouth to open wide.

Your newborn may latch on as soon as you hold them to your breast. If not, don’t despair. Keep at it and try some of the following helpful tips.

GUIDE BABY’S MOUTH toward your nipple, pointing the nipple slightly up toward the roof of baby’s mouth with more of the lower areola (the dark area surrounding the nipple) in baby’s mouth.

MORE AREOLA WILL BE VISIBLE above the nipple than below. Baby’s chin should be against your breast when latched.



In the beginning, some slight discomfort is normal. If there are more than a few moments of discomfort or if she is suckling only on the nipple, break the suction with your finger and try again. Several tries may be necessary. A nurse or lactation consultant can help.



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Supplementing with Formula? Rest Easy

Helping moms nourish their babies and parents nourish each other is what it's all about for us. We are constantly striving to advance the science of nutrition to make our formulas as close to breast milk as we can.

What Makes Similac® Unique?



SIMILAC® 360 TOTAL CARE® with 5 HMOs has the closest prebiotic blend to that in breast milk.



OUR UNIQUE BLEND of DHA, lutein, and vitamin E is designed to support your baby's brain and eye development.



NO PALM OLEIN OIL for excellent calcium absorption. Palm olein oil can also harden stools in some babies, so we don't use it.



MOST SIMILAC FORMULAS CONTAIN NUCLEOTIDES to support your baby's developing immune system.



NON-GMO* OPTIONS Whether you choose to supplement your breastfeeding with formula or completely transition to formula feeding, you can be confident in the nourishment of Similac.

* Ingredients not genetically engineered.



There's more to learn at [similac.com/why-similac](https://www.similac.com/why-similac)

We Have a Range of Formulas to Suit Your Baby's Unique Needs



EVERYDAY NUTRITION



SENSITIVE TUMMIES



SPECIALIZED PRODUCTS

Some Similac® products are also available in larger size powder containers and ready-to-feed formulas.



Similac®
360 Total Care®†††



Similac
Pro-Advance®†††



Similac®
Advance®††



Similac®
Organic††



Similac® Organic
with A2 Milk†††



Similac® 360 Total Care®
Sensitive††



Similac
Pro-Sensitive®†††



Similac
Sensitive®††



Similac Pro-Total
Comfort®†††



Similac®
For Spit-Up†††



Similac®
Soy Isomil®



Similac®
Alimentum®††



Similac®
NeoSure®†††



EleCare®
For Infants

* Ingredients not genetically engineered.

† No artificial growth hormones. No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.

†† Not for infants or children with galactosemia.



For more product details, visit [similac.com/baby-formula](https://www.similac.com/baby-formula)





You've Got Questions, We've Got Solutions

Whether you're at home or on the go, Similac® has helpful resources to keep your little one **happy, healthy, and thriving.**

Helpful Resources



FEEDING EXPERT Live nutrition support from our FeedingExpert team.
Call: **1-800-986-8800** (M-F, 8:30 AM-7 PM ET).
[similac.com/tummytrouble](https://www.similac.com/tummytrouble)



TUMMY TROUBLE TOOL Having feeding issues? Just enter a few facts about your baby and get customized results.
[similac.com/tummytrouble](https://www.similac.com/tummytrouble)



DIAPER DECODER If your baby seems fussy or sick, the stool in their diaper has clues to what's going on.
[similac.com/diaperdecoder](https://www.similac.com/diaperdecoder)



FORMULA FINDER From day 1 to year 1 and beyond, Similac® has a formula that's right for your baby.
[similac.com/formula-finder](https://www.similac.com/formula-finder)



GO PAPERLESS Switch to digital offers and get offers delivered right to your phone.
[similac.com/digital-offers](https://www.similac.com/digital-offers)





Similac® Rewards Is Here to Support You

The Similac Rewards program offers nutrition guidance, ongoing tips, and education. But the program is about more than just great info. You'll also get personalized gifts and benefits, like free formula samples and baby formula coupons—all delivered right to your email.

Be sure to check your mailbox and email for great offers from Similac Rewards.

Get the Most Savings from Similac® Rewards



Update your profile to include your email, your due date, and if your baby happens to come early, let us know that, too

similac.com/rewardsprofile

! Find your membership ID# on your coupons under your name.



Earn points automatically by using your Rewards coupons at the retailers you shop most—online or in store



Earn more points automatically by clicking on points icons inside your Rewards emails



Get FREE Similac* when you reach 35 points†



* Free Similac comes as a \$17 coupon good toward a 12-oz powder can.

† Earn 5 points per coupon and variable points per email click.



REWARDS