



The Promise of
Similac®

TO SUPPORT INFANT NUTRITION WITH THE
#1 FORMULA BRAND*

BACKED BY SCIENCE
WITH OVER 300 RESEARCH STUDIES

WIC[†]
ELIGIBLE IN ALL
50 STATES[‡]



HYPOALLERGENIC

**START FEELING BETTER
TODAY**

Starts reducing excessive crying due to cow's milk protein
sensitivity in most infants **within 24 hours.**[§]

Similac® Alimentum® is backed by over 50 research studies.

* Total US infant formula, all outlets as of 12/2018, Nielsen data.

† 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.

§ 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.

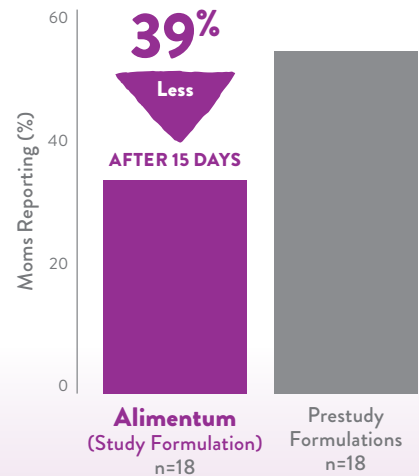




LESS CRYING

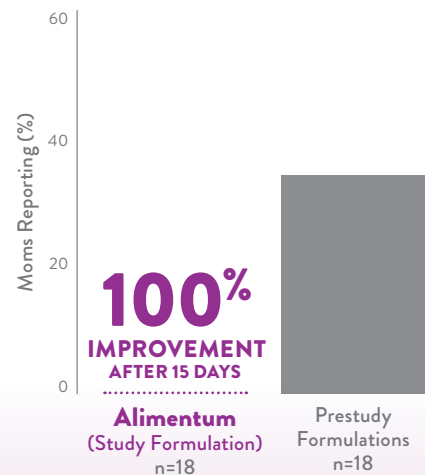
In a tolerance study, after feeding Similac Alimentum for 15 days, there was a **39% decrease in moms who reported that their baby cried or fussed** before or during bowel movements.^{1,†}

† Results based on parental observation in a nonrandomized, single-group study of a small number of subjects.



SOFTER STOOLS

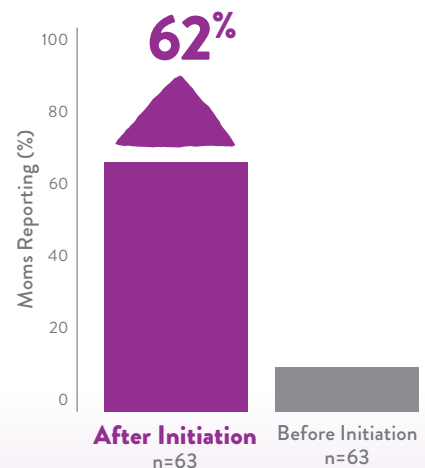
In the same study, after 15 days of feeding Alimentum, **no moms reported that their baby's stools were too hard.**¹



BETTER SLEEP

After initiation of Alimentum, **62% of parents reported good to excellent quality of infant sleep** vs 10% before initiation.[‡]

‡ Market research conducted in the UK.



The Promise of
Similac®

RECOMMEND
SIMILAC® ALIMENTUM®



* Based on combined recommendations of Similac® and EleCare®.



THE SIMILAC ALIMENTUM DIFFERENCE

	Similac Alimentum	Nutramigen
NO PALM OLEIN OIL		
UNIQUE DUAL BLEND OF CARBOHYDRATES		
33% FAT BLEND FROM MEDIUM-CHAIN TRIGLYCERIDES (MCTs)		
CORN-FREE ALTERNATIVE (READY TO FEED ONLY)		
NO ARTIFICIAL GROWTH HORMONES§ (NAGH)		
EXTENSIVELY HYDROLYZED CASEIN		
WIC ELIGIBLE# IN ALL 50 STATES		

When you choose **Similac Alimentum**, you can trust that it has been **fed to babies for more than 25 years and in over 50 studies.**

§ No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.

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Nutramigen is not a registered trademark of Abbott Laboratories.

SAVE UP TO \$710 WITH SIMILAC® ALIMENTUM®

GET
UP TO **\$400**
IN OFFERS*

by signing up at
Alimentum.com/
JoinNow



- All moms are eligible, regardless of WIC participation
- Mom will get 11 mailings over baby's first year, each containing **\$20 in Alimentum savings coupons**
- Mom will get a bonus \$17 coupon after using 5 coupons
- Coupons can be used on any Alimentum product
- Encourage mom to sign up early: **Mailings begin at baby's sixth week of age** and are not retroactive

Similac
ALIMENTUM® + **Similac StrongMoms**
REWARDS
KNOW SAVE GROW

Plus more great resources from Alimentum...



- Educational material from our online Food Allergy and Colic Learning Center



- In-depth knowledge about the complete nutrition of Similac Alimentum

SAVE AN ADDITIONAL **\$50**
through "Buy 2, Save \$10" coupons in
our sample kit and special offers!‡

EVERY SAMPLE HAS A \$10 COUPON



SAVE **\$260** by buying Alimentum
value size powder at shelf**

- 19.8-oz can
- Over **60% more** product than 12.1-oz can
- **12 more bottles** per can†
- **2 additional days** of feeding†



* Offers may vary

** Save \$260 when compared to Similac Alimentum 12.1 oz; average 12-months consumption of exclusively formula-fed baby vs average selling price of 12.1-oz size.

† 4-fl-oz bottles vs Alimentum 12.1-oz powder.

‡ 2.4 additional days of feeding when compared to Similac Alimentum 12.1 oz; average daily consumption of exclusively formula-fed baby over 12-month period vs 12.1-oz size.

§ Based on recommended sample size: 4 samples each including a Save \$10 coupon, plus \$10 coupon in patient brochure, and \$10 teardrop coupon.

Reference: 1. Borschel MW, et al. *Open Nutr J.* 2015;9(1):1-4.

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