

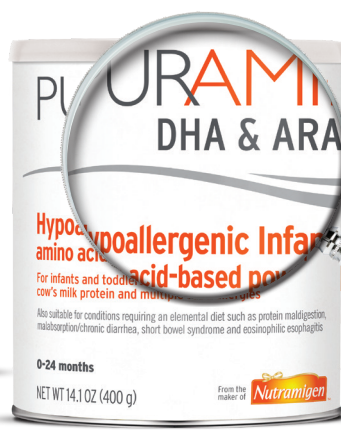


SEE WHY
PURAMINO™
IS THE

#1 CHOICE

OF REGISTERED
DIETITIANS

- PurAmino™ Infant has **2x the DHA** of EleCare®^{‡1,2}
- PurAmino™ Jr is the **ONLY amino acid-based medical food with DHA**
- PurAmino Jr has **expert-recommended amounts** of key nutrients: protein, calcium, and vitamin C^{§3}



TAKE A
CLOSER LOOK.
SEE INSIDE ►

* Among n=401 RDs. Data on File.

† Among amino acid-based formulas and medical foods.

‡ PurAmino™ Infant has 17 mg and EleCare® has 8 mg of DHA per 100 Kcal.

§ Two 8 fl oz servings of PurAmino™ Jr meet the daily recommended intake for protein, calcium, and vitamin C for children 1-3 years of age.

REGISTERED DIETITIANS KNOW EXCELLENT NUTRITION WHEN THEY SEE IT RECOMMEND PURAMINO™ FOR:



IMPORTANT NUTRIENTS

Registered Dietitians cited these reasons for preferring PurAmino™ over leading amino acid-based formulas⁴:

- Adequate ratio of Omega 3 and Omega 6
 - Higher content of **essential fatty acids***
 - **Adequate calcium to phosphorous ratio**
 - **Higher linoleic acid** content*
 - **Higher iron** content*
- Expert-recommended **vitamin C***
 - Adequate ratio of protein, fats, and carbohydrates
 - **See charts for comparison >**

#1

REGISTERED
DIETITIAN
CHOICE^{†‡}



FATTY ACID AMOUNTS

Most children less than 5 years of age in the US may get only 29% of the expert-recommended amount of DHA, and those with cow's milk allergies may get even less.^{§5-7}

PurAmino™ Infant:

- **Has more DHA and ARA** compared with leading amino acid-based formulas*
- Has the **level of DHA recommended by experts—2x the DHA of EleCare®** ^{*1,2}

PurAmino™ Jr:

- Is the **ONLY amino acid-based junior formula with DHA**
- Has the **level of DHA recommended by experts**^{§8,9}
- DHA and ARA help support brain and eye development and play an important role in the immune response^{10,11}



DEMONSTRATED TOLERABILITY

PurAmino™ is tolerated by infants and children with severe cow's milk allergy, multiple food allergies, or some gastrointestinal conditions.

- In a clinical study, **100% of babies and children** with documented CMA experienced **ZERO allergic reactions** when fed PurAmino™ Infant^{||12}
 - Hypoallergenic, 100% free amino acids as protein source
- Formulated with 33% medium-chain triglyceride (MCT) oil to help facilitate fat absorption
 - No MSG
 - No GMO ingredients
 - No artificial colors or sweeteners
 - Lactose-free

*See chart for comparison.

†Among n=401 RDs. Data on File.

‡Among amino acid-based formulas and medical foods.

§Experts recommend 70-100 mg/day DHA for toddlers.

||Studied before the reformulation of PurAmino.

PurAmino™ has not been shown superior to Elecare® and Neocate® in supporting healthy development.

HOW PURAMINO™ STACKS UP

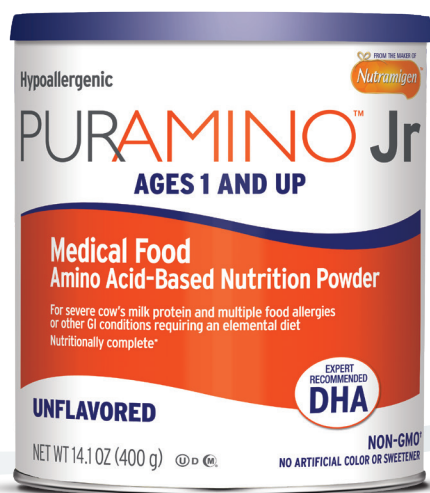
INFANT FORMULA

IMPROVED FORMULATION



	PurAmino™ Infant per 100 Kcal	EleCare® ² per 100 Kcal	Neocate® ¹³ per 100 Kcal
DHA, mg	17	8	16.9
ARA, mg	25	22	16.9
Linoleic acid, mg	860	840	738
Iron, mg	1.8	1.8	1.5
Vitamin C, mg	12	9	10.7
Calcium, mg	116	116	116
Phosphorous, mg	64	84.2	82.2
Ca:P ratio	1.81:1	1.38:1	1.41:1
Protein, g	2.8	3.1	2.8
Fat, g	5.3	4.8	5.1
Carbohydrate, g	10.6	10.7	10.8

JUNIOR MEDICAL FOOD



	PurAmino™ Jr per 100 g powder	EleCare® Jr ¹⁴ per 100 g powder	Neocate® Junior ¹⁵ per 100 g powder
DHA, mg	105	0	0
Linoleic acid, mg	3900	3939	818
Iron, mg	8.5	8.3	1.5
Vitamin C, mg	75	42.5	44.6
Calcium, mg	650	543	565
Phosphorous, mg	450	395	382
Ca:P ratio	1.44:1	1.38:1	1.47:1
Protein, g	15.5	14.3	14.8
Fat, g	25	22.7	24
Carbohydrate, g	55	49.3	10.7



Also available:
PurAmino™ Jr in Vanilla flavor

PURAMINO™



CONVENIENT AND ACCESSIBLE

WOMEN INFANTS & CHILDREN
WIC®
ELIGIBLE

*WIC is a registered trademark of the USDA. The USDA does not endorse this or any other brand or product.

my **PURAMINO™**

PurAmino™ is WIC®-eligible!
(Women, Infants, and Children)

Learn more at **PurAmino.com**
1-844-PURAMINO



A dedicated resource to help navigate insurance reimbursement.† Enrollment forms available through your Mead Johnson sales representative, online at **www.myPurAmino.com**, or call **1-844-PURAMINO**.

Qualified patients who go through our reimbursement program can receive **4 free 14.1 oz cans within 2-5 business days—a \$156 retail value.**

PURAMINO™ IS AVAILABLE IN FOUR CONVENIENT WAYS:



HOME DELIVERY

PurAmino™ is in the Enfamil Shop or available via **1-800-BABY123**



LOCAL PHARMACIES (INCLUDING WALGREENS)

Item numbers below will need to be provided to the pharmacist:

PurAmino™ Infant

Item #179101
UPC 30087-51048-04

PurAmino™ Jr - Vanilla

Item #178801
UPC 30087-51224-40

PurAmino™ Jr - Unflavored

Item #178701
UPC 30087-51224-64



SELECT RETAILERS AND ONLINE

Amazon
BuyBuyBaby
Enfamil
HEB
Meijer
Target.com
Walgreens
Walmart
Walmart.com



HOME CARE PROVIDERS for example:

Coram
Lincare
Epic/Aveanna

Speak to a Mead Johnson sales representative for information on local home care providers.



From the maker of



PurAmino™ Infant is WIC®-eligible in 45 states. It is not approved in Alaska, New York, South Dakota, Washington, or Wisconsin.

PurAmino™ Jr is WIC®-eligible in 22 states: Alabama, Arizona, California, Florida, Georgia, Idaho, Indiana (starting October 1, 2020), Maine, Maryland, Massachusetts, Michigan, Minnesota, New Mexico, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, and Virginia.

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

†While we can't guarantee insurance reimbursement, our dedicated staff will help parents navigate the reimbursement process.

References: 1. PurAmino Infant Nutrient Profile. Mead Johnson Nutrition; 2017. Accessed May 18, 2020. www.meadjohnson.com/pediatrics/us-en/product-information/products/infants/puramino 2. EleCare Product Information. Accessed July 13, 2020. <https://static.abbottnutrition.com/cms-prod/abbottnutrition-2016.com/img/EleCare.pdf> 3. Food and Nutrition Board, National Academy of Sciences, Health and Medicine Division. Table: DRI values summary. Accessed Aug 17, 2020. Available at: <https://www.nationalacademies.org/ourwork/summary-report-of-the-dietary-reference-intakes> 4. Data on File: Taken from Survey on March 2020. 5. Keim SA, Branum AM. Dietary intake of polyunsaturated fatty acids and fish among US children 12-60 months of age. *Matern Child Nutr*. 2015 Oct;11(4):987-90. 6. AFSSA (2010). Accessed March 26, 2020. <https://www.anses.fr/en/system/files/NUT2006sa0359EN.pdf> 7. Groetch M, Henry M, Fueling MB, Kim J. Guidance for the nutrition management of gastrointestinal allergy in pediatrics. *J Allergy Clin Immunol Pract*. 2013;1(4):323-31. 8. AFSSA (2010). 9. EFSA Panel on Dietetic Products, Nutrition, and Allergies (NDA). *EFSA J*. 2010;8:1461. 10. Birch EE, Garfield S, Hoffman DR, Uauy R, Birch DG. A randomized controlled trial of early dietary supply of long-chain polyunsaturated fatty acids and mental development in term infants. *Dev Med Child Neurol*. 2000;42(3):174-181. 11. Birch EE, Carlson SE, Hoffman DR, et al. The Diamond (DHA Intake and measurement of neural development) study: A double-masked, randomized controlled clinical trial of the maturation of infant visual acuity as a function of dietary level of docosahexaenoic acid. *Am J Clin Nutr*. 2010;91(4):848-59. 12. Burks W, Jones SM, Berseth CL, et al. Hypoallergenicity and effects on growth and tolerance of a new amino acid-based formula with docosahexaenoic acid and arachidonic acid. *J Pediatr*. 2008 Aug;153(2):266-71. 13. Neocate Product Information. Accessed July 13, 2020. <https://www.neocate.com/shop/hypoallergenic-formula-and-products/infant-dha-ara> 14. EleCare Jr Product Information. Accessed September 25, 2019. <https://static.abbottnutrition.com/cms-prod/abbottnutrition-2016.com/img/EleCare-Jr.pdf> 15. Neocate Junior Product Information. Accessed September 25, 2019. <https://www.neocate.com/shop/hypoallergenic-formula-and-products/junior>

The third party trademarks used herein are trademarks of their respective owners.

LA5102 REV 9/20 ©2020 Mead Johnson & Company, LLC