



The Promise of
Similac

DELIVERING SCIENCE-BASED NUTRITION FOR A PREMATURE INFANT'S FIRST YEAR

SIMILAC® NEOSURE® HAS MORE PUBLISHED RESEARCH
THAN ANY OTHER NUTRIENT-ENRICHED* PRETERM
POST-DISCHARGE FORMULA



THERE'S MORE TO CONSIDER THAN WEIGHT AND LENGTH

Similac NeoSure—helping to nourish and develop babies
on the outside and on the inside.

* Increased protein, vitamins, and minerals compared to term infant formula.
† Total US premature infant formula, all outlets as of 6/30/2019, Nielsen data.

The Promise of
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DEMONSTRATED OUTCOMES FROM THE MOST
EXTENSIVELY STUDIED PRETERM POST-DISCHARGE FORMULA*

EXCELLENT **CATCH-UP** GROWTH FOR A PREMATURE INFANT'S FIRST YEAR



STUDIES WITH IMPROVED OUTCOMES

CATCH-UP GROWTH¹ - Compared to infants fed term infant formula



NUTRITIONAL BIOCHEMICAL INDICES¹ - Compared to infants fed term infant formula



BODY COMPOSITION² - Compared to infants fed formula without DHA and ARA



EYE DEVELOPMENT³ - Compared to infants fed formula without lutein, lycopene, and beta-carotene



VISUAL ACUITY⁴ - Compared to infants fed formula without DHA and ARA



LANGUAGE DEVELOPMENT⁴ - Compared to infants fed formula without DHA and ARA



SAVINGS AND MORE

NEW VALUE SIZE
AVAILABLE



Similac
StrongMoms
REWARDS
KNOW SAVE GROW

UP TO **\$310** IN SAVINGS[†]



In-depth knowledge
about the complete
nutrition of Similac[®]



Earn points to save
even more on
Similac[®] NeoSure[®]

WIC[‡] ELIGIBLE[§]
IN NEARLY ALL 50 STATES

When you recommend **Similac NeoSure**
over **Enfamil EnfaCare**, infants receiving
preterm post-discharge nutrition
through WIC[‡] get an extra 550 fl oz
per year, which means

17-22
extra feeding days.^{||}



RECOMMEND **SIMILAC NEOSURE** FOR EXCELLENT CATCH-UP
GROWTH ON THE OUTSIDE AND DEVELOPMENT ON THE INSIDE
WHEN FED FOR THE FIRST FULL YEAR

* Similac NeoSure has more published research than any other nutrient-enriched[#] preterm post-discharge formula.

† Offers may vary.

‡ Excludes Arkansas. 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.

|| Comparison done between reconstituted ounces of Similac NeoSure 13.1-oz powder and Enfamil EnfaCare 12.8-oz powder and based on baby consuming an average of 24-32 fl oz per day for 12 months and receiving the WIC fully formula-fed food package (maximum monthly allowance).

¶ Total US premature infant formula, all outlets as of 6/30/2019, Nielsen data.

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

Enfamil EnfaCare is not a registered trademark of Abbott Laboratories.

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. Rubin LP, et al. *J Perinatol*. 2012;32(6):418-424. 4. O'Connor DL, et al. *Pediatrics*. 2001;108(2):359-371.