



## Find out more about Pure Bliss™ Infant Formula

### What we mean when we say...

#### We start with fresh milk

One way to make infant formula is to start with dry skim milk powder and reconstitute it by adding water. However, when making Pure Bliss, we start with fluid skim milk.

#### Grass-fed cows

Due to the unique climate of Ireland, the cows that produce the milk for Pure Bliss graze outdoors on grass as their sole food source most of the year. In the winter months, if grazing is not feasible, the cows are fed grass (in the form of grass silage or grass hay) and some grain, if needed.

#### Non-GMO

On our label, non-GMO refers to the fact that the ingredients in the product are not from genetically engineered sources. As there isn't a national standard for labeling non-GMO, we've chosen to be consistent with the European Union (EU) standard and we work closely with our suppliers to verify that the ingredients in our products are not genetically engineered. As for the milk that we use for Pure Bliss, the EU standard considers the milk from cows given feed from genetically engineered sources to be non-GM milk because the consumption of GM-sourced feed doesn't result in the milk being genetically engineered.

#### No antibiotics

Our suppliers test the milk that we use to make Pure Bliss to ensure the absence of antibiotics. Milk from cows that have been treated with antibiotics is discarded after treatment for a prescribed amount of time as required by law.

#### No artificial growth hormones

Artificial growth hormones are not permitted to be used in the EU. No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.

#### No corn syrup solids or glucose syrup solids

Babies need carbohydrates for energy in order to grow. The most abundant carbohydrate in breast milk is lactose. Pure Bliss by Similac Infant Formula has lactose and does not contain corn syrup solids or glucose syrup solids as a source of carbohydrate.



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### No palm olein oil

Babies need fat for energy as well as for vitamin and mineral absorption. Other formulas include palm olein oil to mimic the fatty acid composition of breast milk, but palm olein oil has a different structure and causes two problems. First, palm olein oil binds to calcium, making the calcium less available for absorption. Second, palm olein oil causes baby's poop to be firmer, because the calcium and palm olein oil are not as well absorbed.

### Non-organic formula

While Pure Bliss is not organic, it starts with fresh milk from grass-fed cows and has no artificial growth hormones, no antibiotics, and is non-GMO.