

The Art Of Feeding



A MOM'S GUIDE TO NUTRITION,
FORMULA FEEDING,
& HELPFUL RESOURCES

Similarac
StrongMoms
REWARDS
KNOW SAVE GROW

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The Promise of
Similac

To Support Your Feeding Choice

Whether you've planned to breastfeed or decided that supplementing or formula feeding is best for you, we're with you.

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 tailored specifically to your baby's growth.

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.



Formula Feeding: The Basics And Beyond

There's a lot to learn before the formula goes from the bottle to your baby. Here's where it all begins.

Is She Ready To Feed? Follow Her Lead.

In the early weeks, feeding cues can be hard to figure out. Be flexible. Avoid schedules. And remember: Every baby's signals are different. So watch and listen for these typical feeding cues, even when she's asleep:

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

HOW OLD?	HOW MUCH? PER FEEDING	HOW OFTEN? FEEDINGS PER DAY
Birth-1 week	2-3 fl oz	6-10
1 week-1 month	2-4 fl oz	7-8
1-3 months	4-5 fl oz	5-6
3-6 months	6-7 fl oz	4-5
6-9 months	7-8 fl oz	3-4
9-12 months	7-8 fl oz	3



Formula Preparation



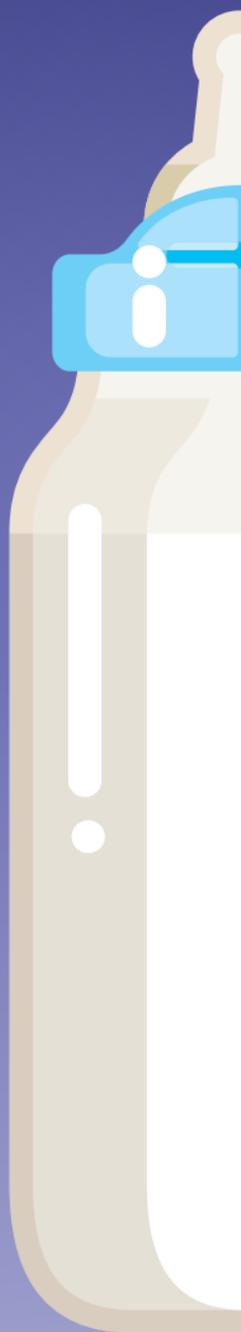
1. **WASH** your hands and all supplies.

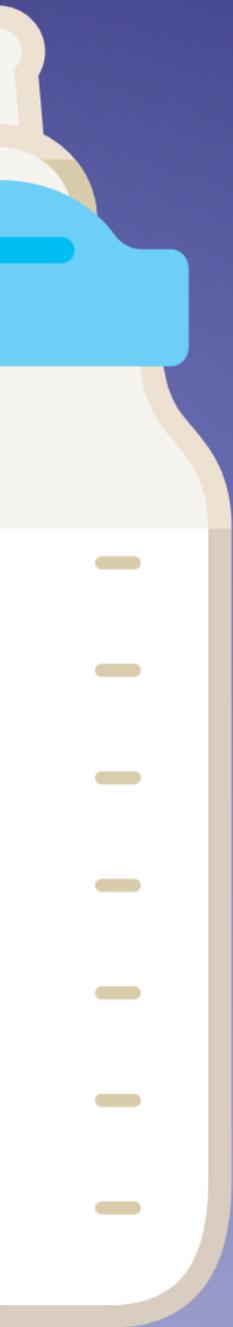


2. **POUR** desired amount of cold tap water or bottled water into clean bottle. Ask your baby's doctor if you need to use cooled, boiled water and if you need to boil (sterilize) bottles, nipples, and rings before use.



3. **ADD** proper amount of powder to bottle and tighten lid. Return clean, dry scoop to can and close securely. Follow package instructions for proper storage. Preparations may differ for Ready-to-Feed and concentrated liquid formulas; please see directions and preparation instructions on product label.





4. **MIX** until powder is dissolved.



5. **WARM** the bottle with tap water or a bottle warmer. Never microwave. Once formula is warmed, it should be used immediately.

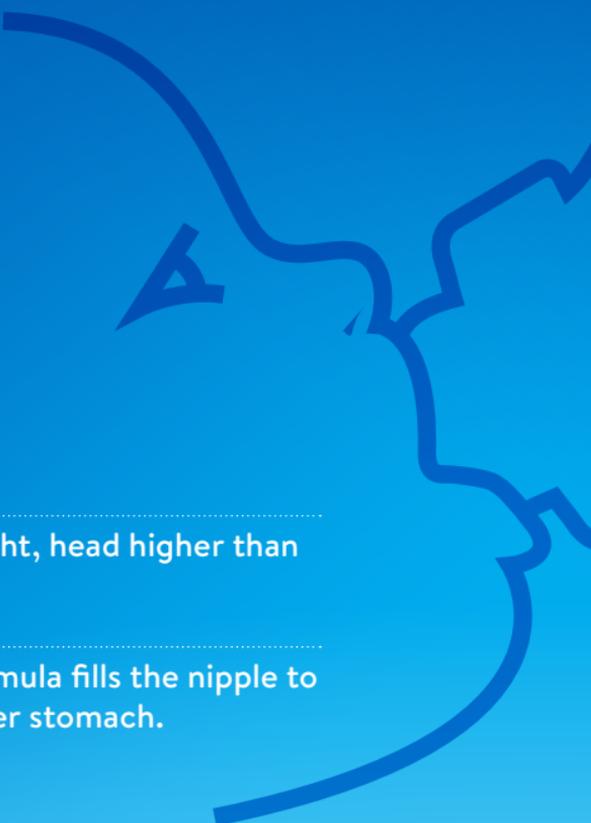


6. **TEST** the bottle temperature by dripping a few drops on your wrist.

CLEAN, RINSE, AND DRY every item thoroughly between feedings.



Positioning For Bottle Feeding



HOLD her semi-upright, head higher than body.

TILT the bottle so formula fills the nipple to help keep air out of her stomach.

LEFTOVER FORMULA? DUMP IT.

Toss out any unfinished formula within 1 hour after each feeding begins. Bacteria from your baby's mouth can mix with the contents of the bottle and make the formula spoil.



MAINTAIN the close contact that makes your baby feel secure.

NEVER PROP the bottle; it can lead to choking.

BURP your baby once or twice during and after feeding to help remove swallowed air.





Beneficial Nutrients For Your Baby

Most of the nutrients your baby needed to grow inside your womb are the same ones he needs now in the outside world. After he's born, look for a formula with these beneficial nutrients:

Beneficial Nutrients



DHA AND ARA are special fatty acids that concentrate in the brain and retina.

- After your baby is born, brain and eye development continue rapidly for the first year and beyond, so sufficient DHA/ARA levels are important.
 - Until your baby is eating solid foods that contain DHA/ARA, such as fish, he can get it from breast milk and Similac®.
-



LUTEIN is a carotenoid that may protect the eyes by filtering out harmful blue light. It's important for your baby's eye health.



VITAMIN E is a nutrient that supports developing cells.





Nutrition 90 Years In The Making

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. You nourish your family with unconditional love, and we follow your lead by designing our formulas with the same purpose in mind! Because that is nourishment that matters. And it has for over 90 years.

What Makes Similac® Unique?



SIMILAC PRO-ADVANCE®, **SIMILAC PRO-SENSITIVE®**, AND **SIMILAC PRO-TOTAL COMFORT™** are the **FIRST** formulas with 2'-FL HMO for immune support and our unique blend of DHA and lutein for brain and eye development.



OPTIGRO® Most Similac formulas have our unique blend of DHA, lutein, and vitamin E, designed to support your baby's brain and eye development.



PALM OLEIN OIL-FREE for excellent calcium absorption. Palm olein oil can also harden stools in some babies, so we don't use it.



MOST SIMILAC FORMULAS HAVE 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.

We Have A Range Of Formulas To Suit Your Baby's Unique Needs



STANDARD FORMULAS



SENSITIVE TUMMIES



SPECIALIZED PRODUCTS

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



Similac Pro-Advance[®]*†



Similac[®] Advance[®]†



Similac[®] Organic[®]†



Similac[®] Organic with A2 Milk[®]*†



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.



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



FORMULA FINDER From day 1 to year 1 and beyond, Similac® has a formula that's right for your baby.



TUMMY TROUBLE TOOL Having feeding issues? Just enter a few facts about your baby and get customized results.



DIAPER DECODER If your baby seems fussy or sick, the stool in her diaper has clues to what's going on.



Live nutrition support • Nurses, dietitians
& lactation consultants* available

FEEDING EXPERT Live nutrition support from our FeedingExpert team. Call: **800-986-8800** (8:30 AM – 7 PM, ET)

* Lactation consultants provided by a third party.



“ASK SIMILAC” for feeding support and parenting tips at your command. **Just say “Ask Similac” to your voice device!**





Similac® StrongMoms® Is Here To Support You

The Similac® StrongMoms® 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 StrongMoms.

Get The Most Savings From Similac® StrongMoms® Rewards



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

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



Earn points automatically by using the coupons you get from us in your mailbox



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

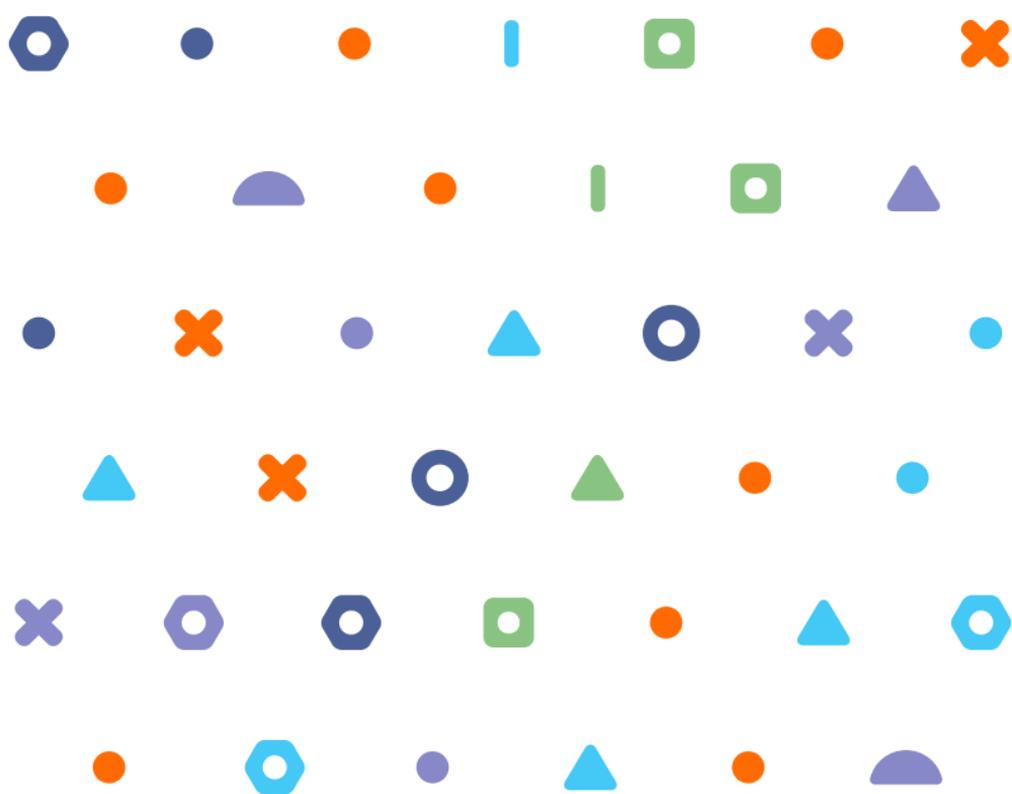


Get FREE Similac* when you reach 35 points†



* 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.



More Questions?

Learn more about formula feeding at [Similac.com/FormulaFeed](https://www.similac.com/formulafeed)

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 **800-986-8800** (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](https://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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