The Art Of Feeding

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

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* 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?  
HOW OFTEN?

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<td>PER FEEDING</td>
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<td>Birth–1 week</td>
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<td>1 week–1 month</td>
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<td>9–12 months</td>
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<th>HOW OFTEN</th>
<th>FEEDINGS PER DAY</th>
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For more about feeding signals and rhythms, visit similac.com/formulafeeding
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.

For more about how to make a bottle, visit similac.com/formulaprep
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.

For a bottle breakdown and more nipple nitty-gritty, visit [similac.com/bottles-nipples](http://similac.com/bottles-nipples)
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®.

**VITAMIN E** is a nutrient that supports developing cells.

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

These are only the beginning. For more about newborn nutrition, visit similac.com/newbornnutrition
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.

There’s more to learn at similac.com/why-similac

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.
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.

* 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.

For more product details, visit similac.com/baby-formula
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.

FORMULA FINDER From day 1 to year 1 and beyond, Similac® has a formula that’s right for your baby. similac.com/formula-finder

DIAPER DECODER If your baby seems fussy or sick, the stool in her diaper has clues to what’s going on. similac.com/diaperdecoder

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

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.
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.

similac.com/strongmomsprofile

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

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. You can even talk with nurses, dietitians, and lactation consultants.*

* Lactation consultants provided by a third party.

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. 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.