



The Art Of Feeding

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

Similac
StrongMoms

R E W A R D S

KNOW SAVE GROW



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No Matter Your Feeding Choice, We're With You

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

For us, that begins with providing the right information. So we're excited to share this guide with you. Inside you'll find information to help you:

KNOW more about the basics of formula feeding and the latest science behind important nutrients for infant nutrition and development

SAVE more, with exclusive benefits, coupons, and opportunities to earn points toward discounts on Similac®

GROW with your baby, thanks to resources to help you navigate your motherhood journey





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.

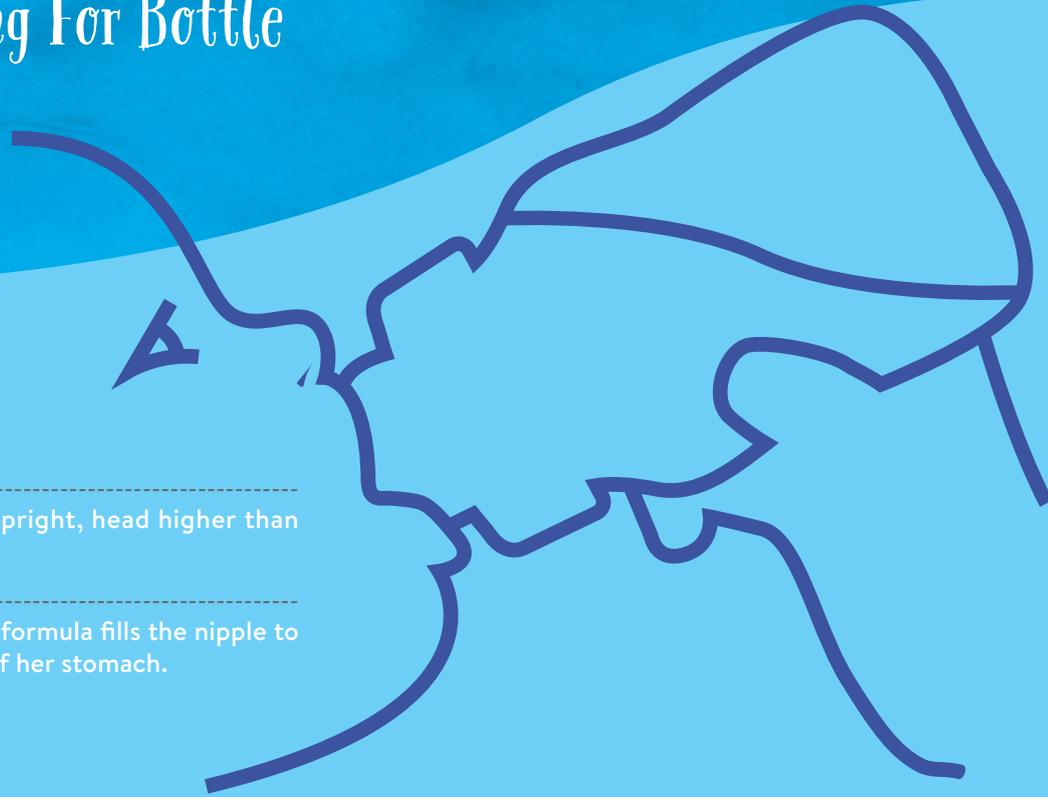


6. TEST the bottle temperature by dripping a few drops on your wrist.

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 the beneficial nutrients listed on the opposite page.

Beneficial Nutrients



DHA is a fatty acid essential for brain development.

- 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 an ingredient found in breast milk that supports eye health.



VITAMIN E is an important nutrient found in breast milk that supports developing cells.



Nourishment, 90 Years In The Making

For us, helping moms nourish their babies and parents nourish each other is what it's all about. For more than 90 years, we have constantly strived to advance the science of nutrition to make our formulas as close to breast milk as we can.

What Makes Similac® Unique?



2'-FL HMO[†] is an immune-nourishing prebiotic previously only found[†] in breast milk that helps support the immune system. It adds another layer to Similac's already proven immune support.

[†] 2'-FL HMO is in Similac Pro-Advance™, Similac Pro-Sensitive™, and Similac Pro-Total Comfort™.

[‡] At significant levels.



OPTIGRO™ Most Similac formulas contain our unique blend of DHA, Lutein, and Vitamin E, designed to support your baby's brain and eye development.



PALM OLEIN OIL-FREE Our exclusive blend supports excellent calcium absorption.



NUCLEOTIDES support your baby's developing immune system.



NON-GMO[§] OPTIONS The first leading infant formula brand labeled non-GMO[§] with the nourishment you've come to expect from Similac.

[§] Ingredients not genetically engineered.



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



STANDARD FORMULA



SENSITIVE TUMMIES



SPECIALIZED PRODUCTS



Similac Pro-Advance™*



Similac® Advance® NON-GMO*



Similac® Advance®



Similac® For Supplementation*



Similac® Organic*



Similac Pro-Sensitive™*



Similac Sensitive® NON-GMO*



Similac Sensitive®



Similac Pro-Total Comfort®

NEW!



Similac® Soy Isomil®



Similac® For Spit-Up



Similac® Alimentum®



Similac® NeoSure®



Similac® For Diarrhea



EleCare® For Infants

* Ingredients not genetically engineered.

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



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



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

* Lactation consultants provided by a third party.



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 about what's going on.



SIMILAC® BABY JOURNAL APP

The Similac Baby Journal app helps you track eating and sleeping habits, development milestones, and more. For all Apple® iOS and Android™ devices.

Android is a trademark of Google Inc. Apple is not a trademark of Abbott Laboratories.





Why StrongMoms? Why Now?

As you go through your journey, we want to make sure that as a new mom you and your baby get the support you need and the savings you want. With your free Similac® StrongMoms® Rewards membership, you'll receive **up to \$400* in exclusive benefits** to help support you from the beginning of your pregnancy through your baby's first year.

* Offers may vary.

Get The Most Savings From Similac® StrongMoms® Rewards



Register and create or update your profile to include your email, 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

Connect with other moms in the Sisterhood of Motherhood™.
Find us on 

Similac
FeedingExpert
 **800-986-8800**
FeedingExpert.com

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

For live nutrition support, call our FeedingExpert line at
800-986-8800 (8:30 AM—7 PM, EST).

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*Lactation consultants provided by a third party.