



## **Similac Advance NON-GMO\* – a Non-GMO option from the brand you trust**

At Abbott, we continue to evolve our Similac formulas to meet consumers' needs. So when parents told us they wanted a Non-GMO option for their infant formula, we answered the call. We're expanding our product line with Similac Advance NON-GMO, which is the first and only leading infant formula brand labeled Non-GMO in the U.S.

### **Common Questions**

**1. What is the difference between Similac Advance and Similac Advance NON-GMO?**

Similac Advance and Similac Advance NON-GMO have the same ingredients; they just have different sources for the ingredients.

**2. What does Non-GMO mean?**

On our label, Non-GMO refers to the fact that the ingredients in the product are not genetically engineered.

**3. What is the basis for calling it Non-GMO?**

We worked with our suppliers to verify that the ingredients in our Similac Advance NON-GMO products are not genetically engineered.

**4. Is your Similac Advance NON-GMO better than Similac Advance?**

Similac Advance and Similac Advance NON-GMO have the same ingredients; they just have different sources for the ingredients. The FDA has stated that genetically engineered ingredients used in food, including infant formula, are safe – so it's really up to what a parent prefers.

**5. Why offer it as a separate product? Why not just make your regular Similac Advance with Non-GMO ingredients?**

We want to ensure we're answering the needs of all parents. Some parents have asked us for a Non-GMO option, and we wanted to make it available. However, we know parents have many considerations, including price, that go into deciding on the formula right for your baby. That's why we're giving parents more choice – so they can find the Similac that's right for their family and baby.

If you have additional questions about Similac Advance NON-GMO, just give us a call at 1-800-515-7677, Monday through Friday, 8:30 a.m. to 5 p.m., EST/EDT.

\*Ingredients not genetically engineered