

## Help families understand the risks and cost implications of food allergies

The food allergy with the highest average costs and services per patient in 2016 was milk product allergy, which generally tends to be associated with the youngest patients (infants and toddlers) and with prescription formulas.<sup>4</sup>



**377%**

rise in diagnoses of anaphylactic food reactions from 2007 to 2016<sup>4</sup>



**\$4,184**

Estimated economic cost per child with food allergy per year<sup>5</sup>

## Families Pay the Price for Relief

The price of name-brand hypoallergenic infant formulas can exceed \$240 a month, costing parents as much as three times more than standard or routine formulas.<sup>2,6</sup> A recent survey conducted by Perrigo of American mothers whose child suffered from colic and/or CMA revealed<sup>7</sup>:



would have paid anything to relieve their baby's colic and/or CMA.



feared they would not be able to afford the appropriate relief.



**#1 complaint** about hypoallergenic infant formula was **price**.



would have purchased an effective generic option that provided complete nutrition, if available.

## Complete nutrition. Clinically tested. More affordable.

Parents deserve a safe, effective and lower-cost hypoallergenic infant formula that meets the same high-quality standards as the expensive name brands. And as their pediatric provider, you can now recommend a more affordable option with confidence.



Now available at retailers nationwide. Visit [PerrigoPediatrics.com/EH](http://PerrigoPediatrics.com/EH) to learn more.



WALMART



TARGET



KROGER



WALGREENS



CVS



MEIJER



HEB



TOPCO



AMAZON

## Parents Can Try for Free

Parents can get up to a free 9-day<sup>8</sup> supply by using a \$20 rebate toward any Store Brand Infant Formula, including hypoallergenic.<sup>9</sup> Help your patients experience complete nutrition with everyday savings by giving a rebate to all of your formula feeding families.



Order your supply of \$20 store brand rebates at [PerrigoPediatrics.com/EH](http://PerrigoPediatrics.com/EH)



**Perrigo**  
MAKERS OF ALL  
STORE BRAND INFANT FORMULA



## Good News for Babies with Cow's Milk Allergy

Store Brand Hypoallergenic Infant Formula is the **first and only clinically studied generic** that provides complete nutrition, meets FDA nutritional and AAP hypoallergenic standards, and delivers comparable tolerance as a leading brand in patients with cow's milk allergy.<sup>1</sup>

## Store Brand Hypoallergenic Infant Formula

- ✓ Helps manage colic due to cow's milk allergy (CMA)
- ✓ Meets AAP criteria for Hypoallergenic Infant Formula<sup>2</sup>
- ✓ Compares to nutritional and amino acid profiles of leading name brands
- ✓ Uses extensively hydrolyzed casein sourced from a leading European infant nutrition ingredient manufacturer that has supplied hypoallergenic infant formula for more than 20 years



Visit [PerrigoPediatrics.com/EH](http://PerrigoPediatrics.com/EH) to learn more.

<sup>1</sup>Barber, C, Prieto, P.A., Wallingford, J.C. (2018). A Double-Blind, Randomized, Crossover Allergy Study of an Extensively Hydrolyzed Casein Formula. *Journal of Nutrition and Food Sciences*. In a randomized, DBOFC a single administration of Store Brand Hypoallergenic Infant Formula was comparable to a single administration of a leading brand for non-reactivity in patients with confirmed CMA. Both satisfied established AAP criteria for hypoallergenic formulas.

<sup>2</sup>American Academy of Pediatrics (2000) Committee on Nutrition. Hypoallergenic infant formulas, *Pediatrics* 106: 346-349.

<sup>3</sup>Calculations based on 1.23.22 IRI Market Advantage latest 26 weeks of retail sales data of national brand extensively hydrolyzed infant formula compared to store brand extensively hydrolyzed infant formula based on an average cost per week and average weekly usage of 1.5 pounds of powder.

<sup>4</sup>Fair Health. *Food Allergy in the United States: Recent Trends and Costs. An Analysis of Private Claims Data*. <https://s3.amazonaws.com/media2.fairhealth.org/whitepaper/asset/Food%20Allergy%20White%20Paper%20Final.compressed.pdf>.

<sup>5</sup>Gupta R, Holdford D, Bilaver L, et al. The Economic Impact of Childhood Food Allergy in the United States. *JAMA Pediatr*. 2013;167(11):1026-1031.

<sup>6</sup>Calculations based on January 2022 IRI Market Advantage annual retail sales data of national brand hypoallergenic infant formula based on an average cost per week and average weekly usage of 1.5 pounds of powder.

<sup>7</sup>The Perrigo "Reassess-ion" Survey, 2021

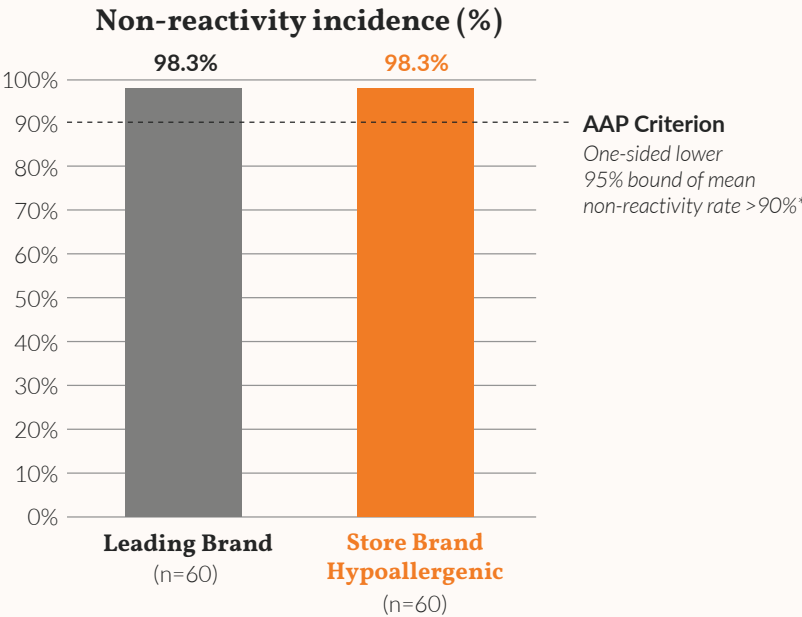
Store Brand Hypoallergenic Infant Formula is not manufactured or distributed by the owners of the registered trademarks Similac® Alimentum®, Enfamil® Nutramigen®.

<sup>8</sup>Reflects an average consumption of 26 fl oz per day in the first year, based on Perrigo's MSRP for 12.6oz container of Store Brand Hypoallergenic Infant Formula. MSRP is manufacturer-suggested pricing only, retailers alone set pricing.

<sup>9</sup>Reflects an average consumption of 26 fl. oz. per day in the first year. Pricing, reconstitution rates and infant formula consumption may vary. Based on IRI Market Advantage sales data, January 2022.

Meets AAP Criteria for Hypoallergenicity

Store Brand Hypoallergenic Infant Formula is the **first and only extensively hydrolyzed formula to meet AAP Committee on Nutrition guidelines for hypoallergenic formulas.**<sup>2</sup> To ensure safety, efficacy and statistical power, the Barber study followed the most conservative interpretation of AAP protocol. Both Store Brand Hypoallergenic Infant Formula and a leading brand were clinically tested to be non-reactive in >98% of subjects with confirmed CMA.<sup>1</sup>



Result

Store Brand Hypoallergenic & a leading brand meet AAP hypoallergenic criterion.

\*One-sided lower 95% bound of mean non-reactivity rate is 94.3%



Visit [PerrigoPediatrics.com/EH](https://PerrigoPediatrics.com/EH) to see the full study.

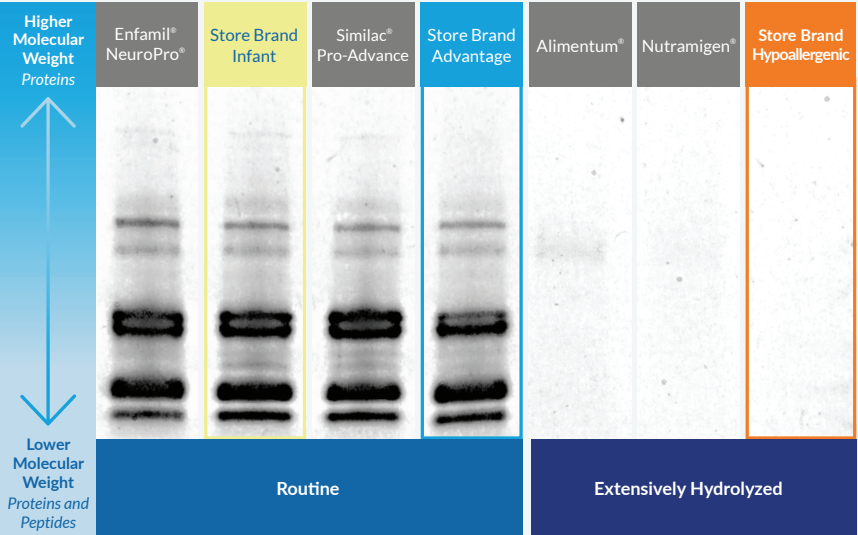
Compare Store Brand Hypoallergenic Infant Formula to Leading Name Brands

	Similac® Alimentum®	Enfamil® Nutramigen®	Store Brand Hypoallergenic
Extensively hydrolyzed protein to help avoid an allergic response	✓	✓	✓
Nutritionally Complete	✓	✓	✓
Helps manage colic symptoms <sup>§</sup>	✓	✓	✓
Lowest price per ounce <sup>3</sup>			at least 35% savings <sup>3</sup>

§Due to cow’s milk allergy

See the Difference in Protein

- Laboratory findings show clear differences in overall protein composition when compared to routine formulas
- Store Brand Hypoallergenic Infant Formula is comprised of extensively hydrolyzed proteins



Compare the Nutrition

		Similac® Alimentum®	Enfamil® Nutramigen®	Store Brand Hypoallergenic
Nutrients/ 100 Cal	Protein g	2.75	2.8	2.8
	Fat g	5.54	5.3	5.3
	Carbohydrate g	10.2	10.3	10.3
	Water g	133	131	133
Vitamins	Linoleic Acid mg	800	780	860
	Vitamin A IU	300	300	300
	Vitamin D IU	60	60	50
	Vitamin E IU	3.0	2	2
	Vitamin K mcg	8	9	9
	Vitamin B1, mcg	60	80	80
	Vitamin B2, mcg	90	90	90
	Vitamin B6, mcg	60	60	60
	Vitamin B12, mcg	0.45	0.3	0.3
	Niacin mcg	1,350	1,000	1,000
	Folic Acid mcg	15	16	16
	Pantothenic Acid mcg	750	500	500
	Biotin mcg	4.5	3	3
	Vitamin C mg	9.0	12	12
	Choline mg	12	24	24
	Inositol mg	5	24	17
Minerals	Calcium mg	105	94	94
	Phosphorus mg	75	52	52
	Magnesium mg	7.5	8	8
	Iron mg	1.8	1.8	1.8
	Zinc mg	0.75	1	1
	Manganese mcg	8	25	25
	Copper mcg	75	75	75
	Iodine mcg	15	15	15
	Selenium mcg	2	2.8	2.8
	Sodium mg	44	47	47
	Potassium mg	118	110	110
	Chloride mg	80	86	86