


# A Sensitive Topic Can Have Simple Solutions

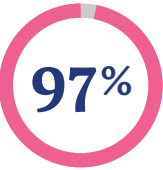


With food insecurity continuing to rise, families are struggling to afford basic necessities for their children from infant formula to diapers. Although a difficult topic to discuss, you can help make a difference in the lives of your patients and their families by providing all available solutions. Research shows 99% of pediatricians have had families express concerns about the cost of infant formula.<sup>5</sup> Generic infant formulas provide more affordable access to complete infant nutrition.

## WIC provides 80% of an infant's monthly formula needs. What about the rest?

 WIC provides free infant formula to approximately half the babies born in the U.S. And while a safety net for many, WIC was always intended to be a supplemental nutrition program and does not cover 20% of an infant's formula needs.<sup>7</sup>


## Dilution is not the solution

 97% of pediatricians have heard from families that they dilute infant formula to save money and make their formula last longer.<sup>5</sup> This can be extremely dangerous as babies are not getting the critical nutrients they need at a time of rapid growth.

1 in 5 young U.S. children



are currently not getting enough food.<sup>6</sup>

 Food insecurity increased 40% for households with children under 12.<sup>6</sup>

## Help families stretch their paychecks, not their formula

Store Brand Infant Formulas provide complete nutrition, just like Similac<sup>®</sup> and Enfamil<sup>®</sup>, but cost about 45% less.<sup>2</sup>

By recommending Store Brand Infant Formula, you're providing a safe, affordable option for families in need of solutions during a stressful time.



Visit [PerrigoPediatrics.com/PedAcademic](https://PerrigoPediatrics.com/PedAcademic) for complete nutritional information, patient rebates and helpful resources.

Perrigo<sup>®</sup>  
MAKERS OF ALL  
STORE BRAND INFANT FORMULA



# Where Does Generic Infant Formula Come From?



<sup>\*</sup>Studied before the addition of prebiotics, lutein & HMO.  
<sup>\*\*</sup>Human milk oligosaccharide. Not from human milk.  
<sup>1</sup>Enfamil<sup>®</sup> is a registered trademark of Mead Johnson & Co. Similac<sup>®</sup> is a registered trademark of Abbott Laboratories. Gerber<sup>®</sup> is a registered trademark of Nestle<sup>®</sup> Brands.  
<sup>2</sup>Calculation based on January 2022 IRI Market Advantage annual retail sales data of national brand infant formula powder compared to store brand infant formula powder cost per week based on an average weekly usage of 1.5 pounds of powder.  
<sup>3</sup>PBM milk-based formula growth study in normal term infants (2005). Data on file, Perrigo Nutrition, Charlottesville, VA. Studied before the addition of prebiotics, lutein & HMO. See product labels for full disclaimers.

<sup>4</sup>Reflects an average consumption of 26 fl. oz. per day for the first year. Pricing, reconstitution rates and infant formula consumption may vary. Based on IRI Market Advantage sales data, January 2022.  
<sup>5</sup>Wakefield Research, (2019), Perrigo Formula for Safety Survey, 500 respondents.  
<sup>6</sup>COVID Impact Survey, April 2020. Brookings Institution Hamilton Project.  
<sup>7</sup>Abrams, S. A. & Daniels, S.R. (2019). Protecting Vulnerable Infants by Ensuring Safe Infant Formula Use. The Journal of Pediatrics, 211, 202-206

Store Brand Infant Formula is not manufactured or distributed by the owners of the registered trademarks Similac<sup>®</sup> or Enfamil<sup>®</sup>. See product label for full disclaimers.

# Who Makes Generic Infant Formula?

Walmart does not make infant formula. Target does not make infant formula. Neither does Amazon, CVS, Costco, Walgreens or any other store. You may be surprised to learn that **company behind all these names is Perrigo**. In fact, Perrigo is the private label manufacturer of all Store Brand Infant Formula sold in the U.S. Like the more expensive name brand options, Store Brand Formula is clinically studied\*, meets FDA nutrition and quality standards, as required by law, and meets the nutrition recommended by the U.S. National Academy of Science-National Research Council and the American Academy of Pediatrics.



## Only Four U.S. Manufacturers of Formula

There are four U.S. manufacturers who create infant formula and bring it to market. You're probably familiar with three of them: Abbott Laboratories (Similac®), Mead Johnson (Enfamil®) and Nestle (Gerber®).<sup>1</sup> **The fourth** (and least known) **is us. Perrigo**. The reason you don't know our name is because you don't see it on any label. However, the most trusted retailers in the United States trust Perrigo and confidently put their brand names along with their valuable reputations on the label.



## The Latest and Greatest

We make the generic, but we never take shortcuts. Perrigo takes an evidence-based approach to product development. That's why our formulas contain the latest innovations in infant nutrition. These include nutrients found in breast milk: DHA, ARA, choline, lutein, nucleotides, prebiotics and 2'-FL HMO.\*\*

For example, all of our Enfamil® comparison products provide complete nutrition and have the same expert-recommended amount of DHA as their name-brand counterpart.

Additionally, we constantly monitor the latest research and work directly with suppliers to ensure we are providing the latest science innovation at an affordable price.



For U.S. Healthcare Professionals



## A No-Compromise Solution

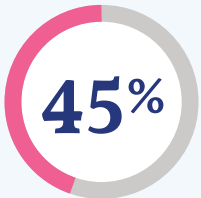
Using Store Brand Infant Formula is a safe way to save money rather than moving from infant formula to cow's milk too early or worse, watering down formula – which is dangerous. And because Store Brand Infant Formula provides **complete nutrition** to support growth and development, it is a **no compromise** solution.

## And Of Course, It's Less Expensive

Just as you expect from a generic, it costs less. Store Brand Infant Formula provides complete nutrition for just under half the price of the heavily advertised name brands.<sup>2</sup>

National Brand infant formulas can cost **\$1,300** a year or more.<sup>2</sup>

Our formulas contain the latest ingredients without excessive marketing spending, because every baby deserves complete nutrition regardless of price.



Store Brand Infant Formula can help families **save up to 45%** compared to national brands – that's an average of \$50/month and more than \$600/year.<sup>2</sup>

## Makers of ALL U.S. Store Brand Infant Formulas



All infant formula sold in the USA is required to meet the same **FDA quality and nutritional standards**, ensuring complete nutrition for infants.



Our formulas are **clinically proven** to support growth and development.<sup>3</sup>



Portfolio includes a variety of routine & tolerance formulas manufactured in FDA-inspected facilities in **Vermont** and **Ohio**.



## \$20 Rebates for Your Patients

Next time you reach for the sample closet, be sure to grab a Store Brand Infant Formula rebate and feel confident about recommending to any parent in your practice. Parents can get up to a 9-day supply of formula for free after rebate.<sup>4</sup>

**↑ Keep This Magnet for Your Office**



## We Want to Hear from You.

Have questions about Store Brand Infant Formula?

**Learn more and request \$20 rebates for your patients at [PerrigoPediatrics.com/PedAcademic](https://PerrigoPediatrics.com/PedAcademic) or call 855-984-9489**