



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.¹

New Store Brand Hypoallergenic Infant Formula

- ✔ Helps Manage Colic Due to Cow's Milk Allergy (CMA)
- ✔ Meets AAP Criteria for Hypoallergenic Infant Formula²
- ✔ 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

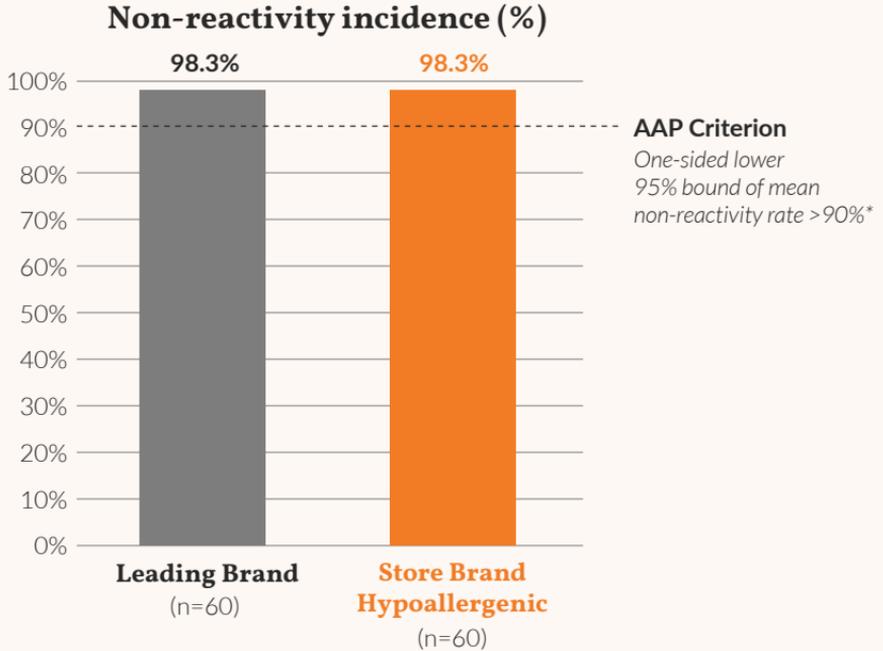


Visit [PerrigoPediatrics.com/AAP](https://www.perrigo.com/AAP) to learn more.

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.**

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.¹



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/AAP](https://www.perrigo.com/Pediatrics.com/AAP) to see the full study.

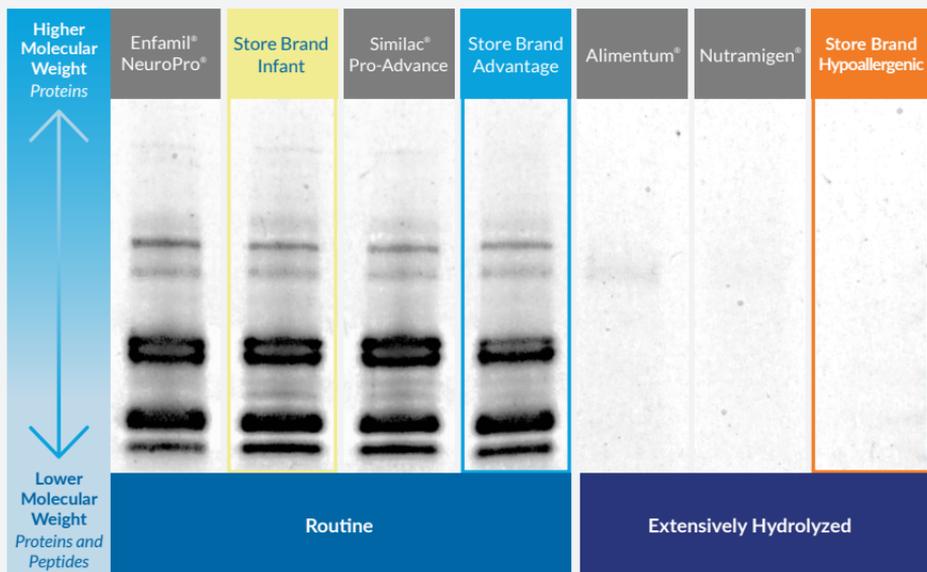
Compare **Store Brand Hypoallergenic Infant Formula** to **Leading Name Brands**

	Similac® Alimentum®	Enfamil® Nutramigen®	Store Brand Hypoallergenic
Extensively hydrolyzed protein to help avoid an allergic response	✓	✓	✓
Nutritionally Complete	✓	✓	✓
Helps manage colic symptoms [§]	✓	✓	✓
Provides best value for hypoallergenic infant formula ³			at least 22% savings ³

§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
	Linoleic Acid mg	800	780	860
Vitamins	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

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.⁴



377%

rise in diagnoses of anaphylactic food reactions from 2007 to 2016⁴



\$4,184

Estimated economic cost per child with food allergy per year⁵

Families Pay the Price for Relief

The price of name-brand hypoallergenic infant formulas can exceed \$200 a month, costing parents as much as three times more than standard or routine formulas.⁶ A recent survey conducted by Perrigo of American mothers whose child suffered from colic and/or CMA revealed⁷:



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.

¹Barber, 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.

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

³Calculations based on Perrigo's MSRP for a 12.6oz and 19.8oz container of Store Brand Hypoallergenic Infant Formula compared to pricing for Nutramigen® 12.6oz and 19.8oz containers and Alimentum® 12.1oz and 19.8oz containers based on August 2021 IRI Market Advantage annual retail sales data of powder infant formula. MSRP is manufacturer-suggested pricing only, retailers alone set pricing, cost savings may vary.

⁴Fair 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>.

⁵Gupta 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.

⁶Calculations based on December 2020 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.

⁷The 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®.

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/AAP 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-day⁸ supply by using a \$20 rebate toward any Store Brand Infant Formula, including hypoallergenic.⁹ 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/AAP

⁸Reflects 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.

⁹Reflects 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, May 2021.