



More Questions?

Scan the QR code to learn more about breastfeeding:



For live nutrition support, call our Feeding Expert line at **1-800-986-8800** (M–F, 8:30 AM–7 PM ET).

The Similac® Feeding Expert team is specially trained to give you live nutrition support over the phone.



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Your Guide

to Nutrition, Breastfeeding
& Helpful Resources

MySimilac®
REWARDS
FOR A **STRONG START**

Sign Up for MySimilac® Rewards



for up to \$400* in benefits and support
through your journey.



UP TO
\$400
IN GREAT
OFFERS*

Sign up for exclusive benefits like:

- Baby formula coupons and samples
- Nutrition guidance for you and baby
- Free† Shutterfly® photo book

MySimilac®
REWARDS
FOR A **STRONG** START

* Offers may vary and are provided by Abbott and its third-party partners. Additional terms, conditions, and restrictions may apply. Offers may be subject to additional shipping and handling fees. Visiting participating healthcare facilities may be required to claim select offers.

† Submit registration to read details.

For terms and conditions, go to [Similac.com/Rewards](https://www.Similac.com/Rewards)



MySimilac® Rewards Is Here to Support You

The MySimilac Rewards program offers nutrition guidance, ongoing tips, and education. But the program is about more than just great info. You may receive gifts and benefits, like free formula samples, and get baby formula coupons delivered right to your email.



You Are What You Eat, and So Is Your Milk

Proper nutrition is an ongoing journey during and after your pregnancy, playing a critical role in your health and your baby's growth. While breastfeeding, you should take in about 500 extra calories per day than before becoming pregnant.

So, What Should You Be Eating?

Below is an example of a 2400 calorie diet:

1. GRAINS — 8 ounces a day
(at least half as whole grains)



2. VEGETABLES — 3 cups a day
(vary your vegetables)

3. FRUITS — 2 cups a day (try to eat whole or cut-up fruit rather than juice)



4. DAIRY — 3 cups a day (opt for low-fat or fat-free choices)

5. PROTEIN — 6.5 ounces a day
(choose lean meats and beans)



Stay hydrated.

Make sure to drink plenty of fluids. Consider drinking water or a beverage during or after each breastfeeding session.

Get a personal nutrition and physical activity plan through the MyPlate program at [MyPlate.gov/MyPlate-Plan](https://www.myplate.gov/MyPlate-Plan)

* Personal nutrition plan may differ.



Is Your Baby Ready to Feed? Follow Their Lead

How will you know when your baby is ready to feed? Watch and listen for these typical feeding cues, even when baby's asleep:

- **Sucking** or rooting
- **Restlessness** or hand-to-mouth movements
- **Small sounds.** Crying is a late hunger sign. Try to feed before then

Feeding Flexibility: How Long & How Often?

In the early weeks, feeding cues can be hard to figure out. Avoid schedules and remember: every baby's signals are different. Here are some general guidelines:

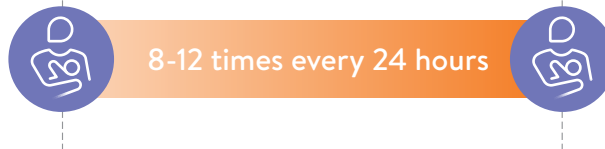
Feed **10–20 minutes** on each breast

Let your baby, not the clock, determine how long a feeding lasts.



Feed every **1.5–3 hours**

From the start of one feed to the start of the next



Scan the QR code to see more ways to milk breastfeeding for all it's worth.



Breastfeeding: What's Your Position?

There is no one right breastfeeding position. The one that is most comfortable and effective is the right one at that feeding.



THE CROSS-CRADLE HOLD Good for the initial breastfeeding sessions to see the latch more clearly, those with trouble latching, and small babies. Position yourself comfortably, lean back slightly, and support baby in the arm opposite the breast from which they will nurse. Use your other hand to support the breast you are feeding from.



THE CRADLE HOLD Good for most moms and babies. If correctly positioned, your baby's body should form a straight line from ear to shoulder to hip.



THE CLUTCH OR FOOTBALL HOLD Good for mothers who had a C-section or mothers with large breasts, flat or inverted nipples, or a strong let-down reflex. It is also helpful for babies who prefer to be more upright.



LYING DOWN Good for an alternative position, especially at night or when sitting is uncomfortable.



Scan the QR code for more breastfeeding positions.



Signs Your Baby Is Getting Enough Milk

Your baby:

- **Stops passing** meconium (thick black or dark-green stools) after about 4 days, and begins to pass yellow, seedy, runny stools 3 or more times a day
- **Wets** 6–8 diapers and has 2 or more bowel movements a day
- **Breastfeeds** every 2–3 hours for 10 minutes or more and doesn't cry excessively after feeding
- **Makes** a rhythmic sucking sound during feedings
- **Nurses** at both breasts
- **Appears** satisfied after feedings
- **Consistently** gains weight



Signs Your Baby May Not Be Latched on Properly

You:

- **Have** sore nipples

Your baby:

- **Makes** clicking or smacking sounds when they suck
- **Comes** off of the breast after a few sucks
- **Falls asleep** after just a couple of minutes of nursing
- **Dimples** their cheeks with each suck
- **Has too few** wet diapers
- **Remains** fussy and discontent after eating



If your nipples are sore, you should contact your healthcare professional.

Helpful Tips for Proper Latching

Proper latching is one of the most important aspects in determining the quality of the breastfeeding experience. The correct latch helps your baby get the proper nutrition and makes nursing more comfortable for you.

SUPPORT THE BREAST to promote effective breastfeeding; use one hand in a “C” or “U” hold with your thumb opposite your fingers to lift the weight of the breast from your baby’s chin.

WHEN LATCHING and positioning your baby at the breast, hold baby’s nose close to your nipple.

STROKE THEIR BOTTOM LIP with your nipple and wait for baby’s mouth to open wide.

Your newborn may latch on as soon as you hold them to your breast. If not, don’t despair. Keep at it and try some of the following helpful tips.

GUIDE BABY’S MOUTH toward your nipple, pointing the nipple slightly up toward the roof of baby’s mouth with more of the lower areola (the dark area surrounding the nipple) in baby’s mouth.

MORE AREOLA WILL BE VISIBLE above the nipple than below. Baby’s chin should be against your breast when latched.



In the beginning, some slight discomfort is normal. If there are more than a few moments of discomfort or if they are suckling only on the nipple, break the suction with your finger and try again. Several tries may be necessary. A nurse or lactation consultant can help.



Supplementing With Formula? Rest Easy

Helping parents nourish their babies and support each other is what it's all about for us. We are constantly striving to advance the science of nutrition to make our formulas as close to breast milk as we can.

What Makes Similac® Unique?



SIMILAC® 360 TOTAL CARE® has 5 HMOs, our closest prebiotic blend to that in breast milk.



OPTIGRO®—our unique blend of DHA, lutein, and vitamin E to help support brain and eye development.



FORMULAS WITH NO PALM OLEIN OIL have been shown to promote softer stools.



MOST SIMILAC FORMULAS CONTAIN NUCLEOTIDES to support your baby's developing immune system.



NON-GMO* & NO ARTIFICIAL GROWTH HORMONES†—the milk ingredients in most Similac formulas have no artificial growth hormones.† Most of our formulas contain ingredients that are not genetically engineered.

* Ingredients not genetically engineered.

† Milk ingredients are derived from milk of non-rbST-treated cows, which is not different from milk of rbST-treated cows.

Scan the QR code for more reasons to choose Similac.



We Have a Range of Formulas to Suit Your Baby's Unique Needs



ROUTINE FORMULAS



Similac®
360 Total Care**†‡



Pure Bliss® by Similac
Irish Farms**†‡



GENTLE FORMULAS



Similac® 360 Total Care®
Sensitive**†‡



Similac Pro-Total
Comfort**†‡



Similac®
Soy Isomil®



SPECIALIZED FORMULAS



Similac® Alimentum*†



Similac® NeoSure*†‡

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



Scan the QR code for more product details.

* Ingredients not genetically engineered.

† Milk ingredients are derived from milk of non-rbST-treated cows, which is not different from milk of rbST-treated cows.

‡ Not for infants or children with galactosemia.



You've Got Questions, We've Got Answers

Whether you're at home or on the go, Similac® has helpful resources to help keep your little one **happy, healthy, and thriving.**

Helpful Resources

Scan the QR codes for more information.



FEEDING EXPERT Live nutrition support from our Feeding Expert team. Call: **1-800-986-8800** (M-F, 8:30 AM-7 PM ET).



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 their diaper has clues to what's going on.



FORMULA FINDER From day 1 to year 1 and beyond, Similac® has formula options for your baby.



Notes

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