



### 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.

I understand and agree that the information I've provided will be used according to the terms of Abbott Nutrition's Privacy Policy, which may be obtained by visiting [Similac.com](https://www.similac.com). Limit one enrollment per household. Offers and values may vary. Terms and conditions apply. For any questions or to opt out of future communications from us, please contact 1-800-232-7677.



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# Your Guide

to Nutrition, Breastfeeding,  
and Helpful Resources

**KNOW** more, **SAVE** more,  
and **GROW** with your little one



# Sign Up for MySimilac® Rewards



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



**When you sign up, you may receive exclusive benefits like:**

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



\* Offers may vary.

† 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 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 kcal 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.**

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



## 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 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
- **Breastfeeds** 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 nourish 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®** with 5 HMOs has 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.



**NO PALM OLEIN OIL** formulas have been shown to promote soft stools.



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



**NON-GMO & NO ARTIFICIAL GROWTH HORMONES** Similac is the first leading infant formula brand with no artificial growth hormones.\* Most of our formulas contain ingredients that are not genetically engineered.

\* No significant difference has been shown between milk derived from rbST-treated and non-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



## GENTLE FORMULAS



## SPECIALIZED FORMULAS

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



Scan the QR code for more product details.



Similac®  
360 Total Care<sup>\*,†,‡</sup>



Similac®  
Advance<sup>\*,†,‡</sup>



Pure Bliss®  
by Similac<sup>\*,†,‡</sup>



Similac® 360 Total Care®  
Sensitive<sup>\*,†,‡</sup>



Similac  
Sensitive<sup>\*,†,‡</sup>



Similac Pro-Total  
Comfort<sup>\*,†,‡</sup>



Similac®  
Soy Isomil®



Similac® Alimentum<sup>\*,†</sup>



Similac® NeoSure<sup>\*,†,‡</sup>

\* Ingredients not genetically engineered.

† No artificial growth hormones. No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.

‡ Not for infants or children with galactosemia.





## You've Got Questions, We've Got Solutions

Whether you're at home or on the go, Similac® has helpful resources to 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 a formula that's right for your baby.



## Notes

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