



Your Guide

to Nutrition, Formula Feeding
& Helpful Resources

MySimilac®
REWARDS
FOR A STRONG START

More Questions?

Scan the QR code to learn more about formula feeding:



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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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

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* 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.



Formula Feeding: The Basics and Beyond

There's a lot to learn before the formula goes from the bottle to your baby. Here's where it all begins.

Is Baby Ready to Feed? Follow Their Lead.

In the early weeks, feeding cues can be hard to figure out. Be flexible. Avoid schedules. And remember: Every baby's signals are different. So, 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

HOW OLD?	HOW MUCH? PER FEEDING	HOW OFTEN? FEEDINGS PER DAY
Birth–1 week	2–3 fl oz	6–10
1 week–1 month	2–4 fl oz	7–8
1–3 months	4–5 fl oz	5–6
3–6 months	6–7 fl oz	4–5
6–9 months	7–8 fl oz	3–4
9–12 months	7–8 fl oz	3

For more about feeding signals and rhythms, scan the QR code.



Powder Formula Preparation



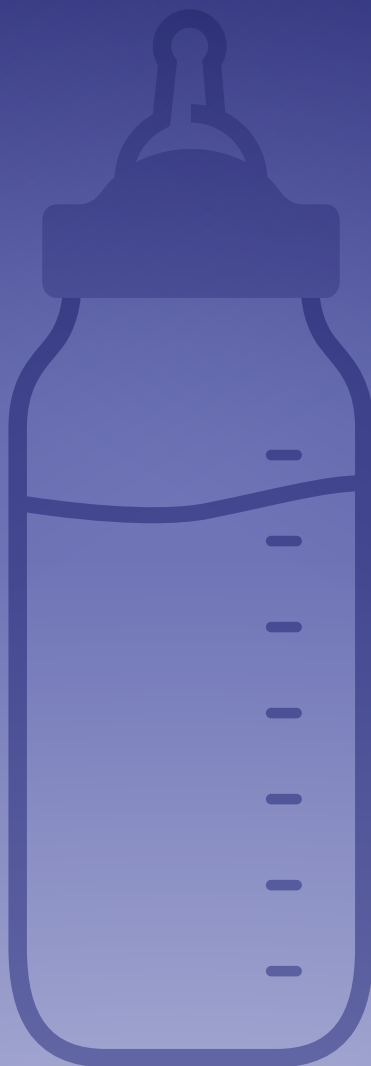
1. CLEAN & SANITIZE First, wash your hands with soap and warm water for 20 seconds before preparing bottles or feeding your baby. Next, clean and sanitize the workspace where you will be preparing your formula.



2. POUR desired amount of cold tap water or bottled water into clean bottle. Ask your baby's doctor if you need to use cooled boiled water and if you need to boil (sterilize) bottles, nipples, and rings before use.



3. ADD proper amount of powder to bottle and tighten lid. Return clean, dry scoop to container and close securely. Follow package instructions for proper storage. Preparations differ for ready-to-feed and concentrated liquid formulas; please see directions and preparation instructions on product label.



4. MIX until powder is dissolved after capping or attaching clean nipple and bottle ring.



5. WARM the bottle, if desired, in a bowl of warm water or hold the bottle under warm running tap water. Never microwave. Once formula is warmed, it should be fed immediately.



6. TEST the bottle temperature by dripping a few drops on your wrist.



7. CLEAN, RINSE & AIR DRY every item, such as baby bottles, nipples, and rings after every feeding. Make sure to take bottles fully apart, thoroughly clean each part, and allow to air dry.



For more about how to make a bottle, scan the QR code.

Tips for Bottle-Feeding

HOLD baby semi-upright, head higher than body.

TILT the bottle so formula fills the nipple to help keep air out of their stomach.

MAINTAIN the close contact that makes your baby feel secure.

NEVER PROP the bottle; it can lead to choking.

BURP your baby once or twice during and after feeding to help remove swallowed air.



For a bottle breakdown and more nipple nitty-gritty, scan the QR code.

Signs Your Baby Is Full

FOLLOW your baby's lead. Let them take breaks from drinking if they want to. They will stop feeding when they are full.

WATCH FOR CUES that they are full, such as turning away from the bottle, falling asleep, or releasing the nipple.

DO NOT FORCE them to finish a bottle if they show signs of fullness. This can lead to your baby eating more than they need.

LEFTOVER FORMULA? DUMP IT.

Toss out any unfinished formula within 1 hour after each feeding begins. Bacteria from your baby's mouth can mix with the contents of the bottle and make the formula spoil.





Our #1 Priority

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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