



THE ART OF FEEDING

A Guide to
Breastfeeding, Formula
Feeding, and Other
Helpful Resources



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MySimilac™ Rewards Is Here to Support You

Our Rewards program offers nutrition guidance, ongoing tips, and education. You may receive gifts and benefits, like free formula samples, and get baby formula coupons delivered right to your email.

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Breastfeeding 101

Experts at the American Academy of Pediatrics (AAP) recommend breastfeeding exclusively for about 6 months after birth.¹ At that time, you may start to introduce solid foods, along with continued breastfeeding for as long as you and baby desire.

Reference: 1. American Academy of Pediatrics Committee on Nutrition. Breastfeeding. In: Greer FR, Abrams SA, eds. *Pediatric Nutrition*. 9th ed. American Academy of Pediatrics; 2025:53, 61.

Scan the QR code for access to breastfeeding information, nutrition guidance for you, and tips to help you get started!



Breastfeeding: Find the Position That Works for You

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 Breast 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.

Breastfeeding Support

Breastfeeding requires practice and patience. It may take some time for you and baby to find your rhythm. We hope some of these tips can help you on your journey. Remember, if you have questions about breastfeeding or need help, talk to your healthcare provider or lactation consultant.

Combo Feeding

Simply put, combo feeding is feeding your baby some formula in addition to breast milk. Read on for formula feeding tips if you are choosing to combo feed.

Scan the QR code for access to information about combo feeding.





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.

Scan the QR code for more info on formula feeding.



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 baby reaches that point

HOW OLD?	HOW MUCH? APPROXIMATE FORMULA* PER FEEDING	HOW OFTEN? APPROXIMATE 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

* Approximate amounts refer to formula feeding only.

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. CAP BOTTLE & SHAKE WELL until powder is dissolved. Attach 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.



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.

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





Our #1 Priority

Helping parents nourish their babies and support each other is what it's all about for us. Through ongoing research, we strive to advance the science of nutrition to produce quality formulas that are inspired by breast milk, the gold standard for infant nutrition.

And we know every baby is unique. That's why we offer a variety formula options so parents can find one that works for their little one.

What Makes Similac® Unique?



SIMILAC® 360 TOTAL CARE®

has 5 HMOs, our closest prebiotic blend to that found in breast milk.*



SIMILAC® ORGANIC AND SIMILAC® IRISH FARMS

—our USDA-certified organic formula and European-made formula are inspired by moms and modeled after breast milk.*



FOR OVER 100 YEARS we've been committed to nourishing babies and to helping you provide them with a strong start in life.



FORMULAS WITH NO PALM OLEIN OIL

are designed 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.

* Designed as a complete or partial breast milk substitute.

† Padial-Jaudenes M, et al. *Nutrients*. 2020;12(12):3676.

‡ 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.





Similac® Has a Range of Formulas to Suit Your Baby's Unique Needs

Some Similac formulas are available in convenient ready-to-feed options.

#1 BRAND
FED IN
HOSPITALS

Scan the QR code for more product details.



ROUTINE FORMULAS



**Similac®
360 Total Care®**



**Similac®
Irish Farms**



**Similac®
Organic**

DELICATE TUMMIES



**Similac® 360 Total Care®
Sensitive**



**Similac® 360 Total Care®
Gentle Comfort**

SPECIALIZED FORMULAS



Similac® Alimentum®



Similac® NeoSure®



SIMILAC® 360 TOTAL CARE®*

Our closest prebiotic blend to breast milk has 5 HMO prebiotics structurally identical to 5 of those in breast milk

- For immune support, brain development, and digestive health
- No palm olein oil
- Non-GMO[†] and no artificial growth hormones[‡]



SIMILAC® IRISH FARMS*

European-made infant formula that starts with fresh milk

- Inspired by moms and modeled after breast milk*
- No palm olein oil
- Non-GMO[†] and no artificial growth hormones[‡]



SIMILAC® ORGANIC*

USDA-certified organic infant formula

- Inspired by moms and modeled after breast milk*
- No palm olein oil
- Non-GMO[†] and no artificial growth hormones[‡]



SIMILAC® 360 TOTAL CARE® SENSITIVE*

Designed to ease fussiness and gas due to lactose sensitivity

- 5 HMO prebiotics structurally identical to 5 of those in breast milk
- For immune support, brain development, and digestive health
- No palm olein oil
- Non-GMO[†] and no artificial growth hormones[‡]

NEW FORMULA



SIMILAC® 360 TOTAL CARE® GENTLE COMFORT*

Designed to be our most gentle infant formula with 5 of the most abundant HMOs found in breast milk

- For babies with fussiness and gas who have difficulty tolerating other milk-based formulas due to lactose sensitivity
- Has broken-down protein to help ease digestion
- For immune support, brain development, and digestive health
- No palm olein oil
- Non-GMO[†] and no artificial growth hormones[‡]



SIMILAC® ALIMENTUM®*

Designed for food allergies and colic symptoms due to protein sensitivity

- The ONLY hypoallergenic infant formula with 2'-FL HMO for immune support
- No palm olein oil
- No artificial growth hormones[§]



SIMILAC® NEOSURE®*

Our post-discharge formula designed to promote growth during a premature baby's first 12 months

- Has DHA and lutein, components found in breast milk, to support brain and eyes
- No palm olein oil
- No artificial growth hormones[†]

* Designed as a complete or partial breast milk substitute.

† 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.

§ Casein hydrolysate is derived from milk of non-rbST-treated cows, which is not different from milk of rbST-treated cows.



Prenatal Resources to Help You Plan for Baby's Birth and Beyond

Baby will be here before you know it!
Check out these links to helpful info for you and your little one.

Scan to see all of our prenatal support resources and helpful tools.





PRENATAL NUTRITION GUIDE

Scan for our nutrition guide to help keep you and baby healthy throughout your first and second trimesters.



PRENATAL CHECKUP CHECKLIST

When preparing for your prenatal checkups, bring this list of topics and questions to ask your doctor during your appointment.



QUESTIONS FOR YOUR DOCTOR

Scan to find some helpful questions to discuss with your doctor before, during, and after childbirth.



PREGNANCY HOSPITAL BAG CHECKLIST

It's time to pack your bags! Get ready for the big day ahead of time with our handy maternity hospital bag list.



BABY REGISTRY CHECKLIST

Scan for a helpful checklist of baby gear and handy items to help you organize for the big day!



FIND THE RIGHT PEDIATRICIAN

Here are some important questions for you to consider when searching for your baby's future pediatrician.





You've Got Questions, We've Got Answers

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

Helpful resources

Scan the QR codes for more information.



BABY FEEDING TOOLS

Check out our helpful guides for more detailed info on feeding your little one.



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

For the first year of life, Similac® has formula options for your little one.



Similac® **FeedingExpert**

Have questions about feeding your baby?
Contact your baby's pediatrician, or call
(800)-986-8800 to reach Similac Feeding Expert
for live, one-on-one feeding support.



MORE QUESTIONS?

Scan the QR code to learn more about 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.

Consult your baby's pediatrician before switching feeding methods or formula.

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