


# Store Brand Infant Formula Quick Guide

## Can you tell which babies receive Store Brand Infant Formula?

No? That’s because the FDA strictly governs the nutrition for ALL infant formula sold in the U.S.

 Store Brand Infant Formulas are clinically proven<sup>1</sup> to support growth and development and cost-less<sup>2</sup>!



Perrigo manufactures a variety of routine and tolerance formulas that provide **complete nutrition** for growth and development.

<sup>1</sup>Wallingford et al. 2022  
<sup>2</sup>Savings based on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of August 2023.

### National Brand

### Compare to the Nutrition of Store Brand

	WALMART	TARGET	SAM'S CLUB	AMAZON	KROGER
STORE BRAND FORMULA NAME					
INFANT PREMIUM					
GENTLE PREMIUM™					
ADVANTAGE PREMIUM™					
SENSITIVITY PREMIUM™					
			MEIJER		
HYPOALLERGENIC					
LIMITED PRODUCTION IN 2023					
SOY					

## National Brand



## Compare to the Nutrition of Store Brand

### STORE BRAND FORMULA NAME

### WALMART

### H-E-B

### INFANT



### GENTLE®



### ADVANTAGE®

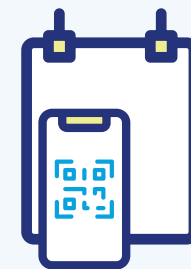


### SENSITIVITY®



## Complete Instructions & Nutrition Information Also Available in Spanish:

<https://www.storebrandformula.com/espanol/>



## Request Poster to Give Your Families Up to \$20 Rebate!

Your practice can help families trial any Store Brand Formula of their choice with a rebate for up to \$20! To learn more about receiving a poster for your office, visit [www.PerrigoPediatrics.com/QuickGuide](http://www.PerrigoPediatrics.com/QuickGuide) or speak with a Store Brand Formula rep at **855-984-9489**

### Store Brand Infant Formulas are available from Retailers Nationwide:



Images above are just a sampling of some of our national and regional retail partners. Scan to learn more about our portfolio, nutrition and retailers. [PerrigoPediatrics.com/QuickGuide](http://PerrigoPediatrics.com/QuickGuide)

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For U.S. Healthcare Professionals  
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MAKERS OF ALL  
STORE BRAND INFANT FORMULA