


# 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 support growth and development and cost-less!<sup>1</sup>



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

<sup>1</sup>Savings based on Circana 12-month average price per pound retail sales data for comparable powder store brand and national brand as of February 2024.

National Brand	Compare to the Nutrition of Store Brand					
	STORE BRAND FORMULA NAME	WALMART	TARGET	SAM'S CLUB	AMAZON	KROGER
	<b>INFANT PREMIUM™</b>					
	<b>GENTLE PREMIUM™</b>					
	<b>ADVANTAGE PREMIUM™</b>					
	<b>SENSITIVITY PREMIUM™</b>					
	<b>HYPOALLERGENIC</b> <b>LIMITED PRODUCTION</b>			<b>MEIJER</b> 		
	<b>SOY</b>					

**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:



WALMART



SAM'S CLUB



TARGET



KROGER



AMAZON



TOPCO



H-E-B



CVS



MEIJER



WALGREENS



COSTCO



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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