

Added Rice Starch



Nutrición e Instrucciones en Español:
StoreBrandFormula.com/espanol

STORE BRAND
ADDED RICE
STARCH



\$0.61/oz¹

ENFAMIL®
A.R.®



\$1.43/oz¹

SIMILAC®
FOR
SPIT-UP



\$1.42/oz¹

Nutrients /100 Cal

| | FDA Nutrient Requirements* | Store Brand | Enfamil A.R. | Similac |
|------------------|----------------------------|-------------|--------------|---------|
| Protein g | 1.8-4.5 | 2.5 | 2.5 | 2.1 |
| Fat g | 3.3-6.0 | 5.1 | 5.1 | 5.4 |
| Carbohydrate g | NS | 11.3 | 11.3 | 11 |
| Water g | NS | 134 | 133 | 133 |
| Linoleic Acid mg | 300 | 780 | 780 | 1,000 |

Vitamins

| | | | | |
|----------------------|---------|-------|-------|-------|
| Vitamin A IU | 250-750 | 300 | 300 | 300 |
| Vitamin D IU | 40-100 | 60 | 60 | 60 |
| Vitamin E IU | 0.7 | 2 | 2 | 1.5 |
| Vitamin K mcg | 4 | 9 | 9 | 8 |
| Vitamin B1, mcg | 40 | 80 | 80 | 100 |
| Vitamin B2, mcg | 60 | 140 | 140 | 150 |
| Vitamin B6, mcg | 35 | 60 | 60 | 60 |
| Vitamin B12, mcg | 0.15 | 0.3 | 0.3 | 0.25 |
| Niacin mcg | 250 | 1,000 | 1,100 | 1,050 |
| Folic Acid mcg | 4 | 16 | 16 | 15 |
| Pantothenic Acid mcg | 300 | 500 | 500 | 450 |
| Biotin mcg | 1.5 | 3 | 3 | 4.4 |
| Vitamin C mg | 8 | 12 | 12 | 9 |
| Choline mg | 7 | 24 | 24 | 24 |
| Inositol mg | 4 | 6 | 6 | 24 |

Minerals

| | | | | |
|---------------|----------|-----|-----|------|
| Calcium mg | 60 | 78 | 78 | 84 |
| Phosphorus mg | 30 | 53 | 53 | 56 |
| Magnesium mg | 6 | 8 | 8 | 6 |
| Iron mg | 0.15-3.0 | 1.8 | 1.8 | 1.8 |
| Zinc mg | 0.5 | 1 | 1 | 0.75 |
| Manganese mcg | 5 | 15 | 15 | 5 |
| Copper mcg | 60 | 75 | 75 | 90 |
| Iodine mcg | 5-75 | 15 | 15 | 15 |
| Selenium mcg | 2-7 | 2.8 | 2.8 | 2 |
| Sodium mg | 20-60 | 40 | 40 | 30 |
| Potassium mg | 80-200 | 108 | 108 | 107 |
| Chloride mg | 55-75 | 75 | 75 | 65 |

INDICATION

Store Brand Added Rice infant formula is a thickened, milk-based, iron-fortified formula designed to reduce frequent spit-up and volume of regurgitation. Appropriate for term infants ages 0-12 months, provides complete nutrition, supports growth and development, and meets the guidance of the American Academy of Pediatrics for reflux reduction.²

PRODUCT FEATURES

- ✓ DHA and Choline
- ✓ With dual prebiotics galactooligosaccharide (GOS) and fructooligosaccharide (FOS)
- ✓ More nutritionally balanced than adding rice cereal to formula
- ✓ Nutrient density of 20kcal/oz
- ✓ Protein is 20:80 whey-to-casein ratio

COMPOSITION

NONFAT MILK, VEGETABLE OILS (PALM OLEIN, SOY, COCONUT, AND HIGH OLEIC (SAFFLOWER OR SUNFLOWER) OIL), RICE STARCH, MALTODEXTRIN, LACTOSE, GALACTOOLIGOSACCHARIDES¹, **LESS THAN 1%:** MORTIERELLA ALPINA OIL¹, CRYPTHECODINIUM COHNII OIL¹, FRUCTOOLIGOSACCHARIDES¹, VITAMIN A PALMITATE, VITAMIN D (CHOLECALCIFEROL), VITAMIN E (dl-ALPHA TOCOPHERYL ACETATE), VITAMIN K (PHYTONADIONE), THIAMINE HYDROCHLORIDE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, CYANOCOBALAMIN, NIACINAMIDE, FOLIC ACID, CALCIUM PANTOTHENATE, BIOTIN, ASCORBIC ACID, CHOLINE BITARTRATE, INOSITOL, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, SODIUM SELENITE, SODIUM CITRATE, POTASSIUM HYDROXIDE, MAGNESIUM PHOSPHATE, POTASSIUM IODIDE, TAURINE, L-CARNITINE, POTASSIUM BICARBONATE, MIXED TOCOPHEROLS, SOY LECITHIN, MONOGLYCERIDES, CALCIUM CARBONATE, CALCIUM CHLORIDE, ASCORBYL PALMITATE, BETA-CAROTENE. **CONTAINS MILK AND SOY.**

¹FDA Infant Formula Act
NS = not specified

²A TYPE OF PREBIOTIC

³A SOURCE OF ARACHIDONIC ACID (ARA)

⁴A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

¹Pricing shown based on IRI Market Advantage 12 month average price per powder pound data for comparable store brand and national brand as of May 2022.

²Lightdale JR, Gremse DA. Section on Gastroenterology, Hepatology, and Nutrition. Gastroesophageal reflux: management guidance for the pediatrician. *Pediatrics*. 2013;131:e1684-e1695.

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PRODUCT AT LEADING RETAILERS



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