

At Abbott, we know that breast milk provides the best nutrition for babies, so we strive to design our formulas to be as close to breast milk as possible. We are proud to say Similac is now closer to breast milk than ever before because we have reformulated many of our formulas to better match the average caloric density of breast milk, and continue to deliver the recommended levels of vitamins, minerals and other nutrients needed to ensure that babies continue to have the healthy growth and development you would expect from Similac.

1. Why did Similac reformulate their products?

Recent evidence suggests that the average caloric density of breast milk may have been overstated in the past, and breast milk is actually closer to 19 calories per fluid ounce on average, and we design our formulas to be as close to breast milk as possible.

2. How is OptiGRO™ different than EarlyShield™?

EarlyShield represented the benefits of immune support, brain and eye support and strong bones. Similac products continue to have the same great benefits of EarlyShield in addition to OptiGRO. New Similac has OptiGRO, our exclusive blend of brain & eye nourishing nutrients for baby's development.

3. Do I need to feed my baby more ounces of formula now that your formulas have one less calorie in each ounce?

No, you do not need to feed your baby more formula. Each baby, regardless of age, has his or her own nutritional needs so the best advice is to follow your baby's hunger cues. Your baby will drink the right amount to be satisfied.

4. Will my baby have any issues switching to your new formulas with OptiGRO?

If your baby did well on our previous Similac products, there is no reason to believe he or she will tolerate new Similac with OptiGRO products any differently. If you have any questions, however, please talk to your child's doctor.

5. Are the newly formulated Similac products still WIC-eligible?

It is up to each state to determine which products they will offer through their WIC program. You should check with your local WIC agency to understand which formulas are available in your area. If your state allows the 19 calorie per fluid ounce products, you may need to obtain a medical referral from your baby's physician.

If you have additional questions about OptiGRO, just give us a call at 1-800-515-7677, Monday through Friday, 8:30 a.m. to 5 p.m., EST/EDT.

