

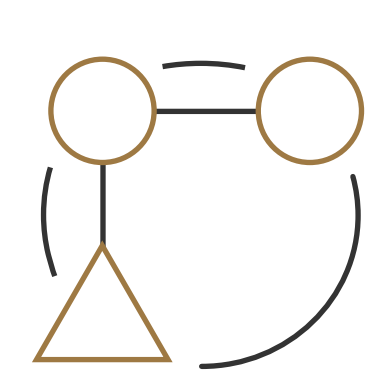
NEW
HYPOALLERGENIC
FORMULA RANGE

Similac[®]

For healthcare professionals only

Help formula-fed infants face life's adventures with Alimentum[®] and EleCare[®]

Breast milk provides the **immune support** infants need to face their adventures¹⁻³



Breast milk contains several factors which helps infants build their own immune system, such as **human milk oligosaccharides (HMOs)**,³ the **3rd most abundant** solid component in breast milk⁴

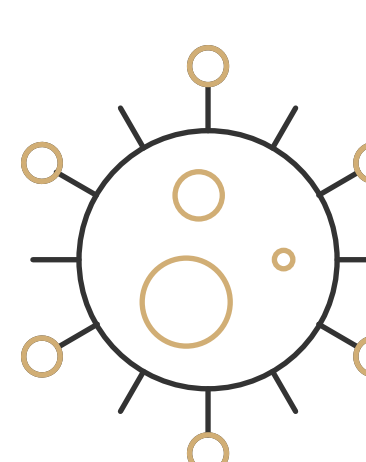
Find out how **2'-FL***, the most abundant HMO in most mothers' breast milk,⁵ helps support the immune system in the gut and beyond



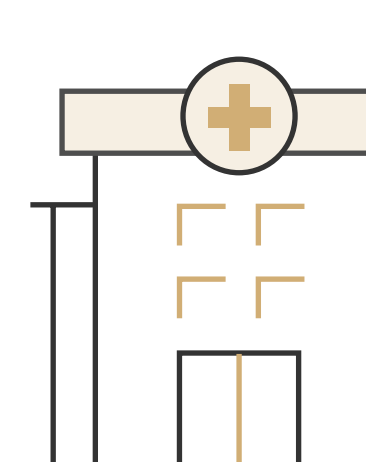
Scroll down

But what about infants with cow's milk allergy (CMA) who cannot be breastfed?

Current hypoallergenic formulas can provide symptom resolution and growth,⁶ but do they provide the immune support that these infants need?



Formula-fed infants face higher risks of **infection, inflammation and allergies** compared with exclusively breastfed infants^{2,7-9}

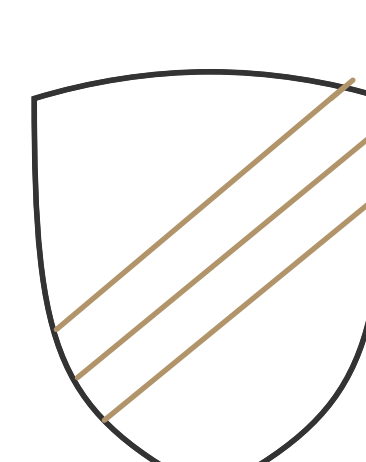


Formula-fed infants with CMA consume **additional healthcare resources** for skin, respiratory and GI disorders, compared with formula-fed infants without CMA¹⁰

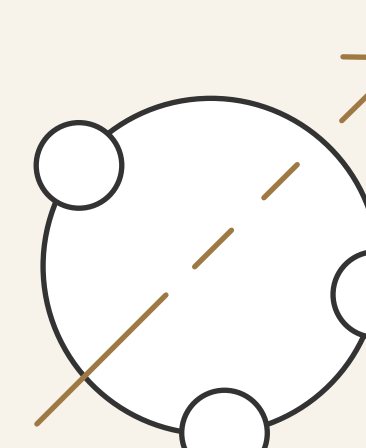
Introducing the Similac[®] Hypoallergenic Formula Range

Helping to support the immune needs of formula-fed infants with CMA

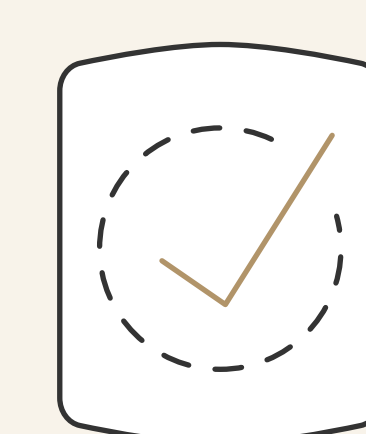
Alimentum and **EleCare** are the first and only hypoallergenic formulas to contain **2'-FL*** in the UK.[†]



Help support the immune system in the gut and beyond^{5,11,12}
Contain **2'-FL*** which has proven benefits on the gut and systemic immune responses[‡]



Support healthy growth and symptom resolution^{9,16,13-18}



Trusted by parents and healthcare professionals^{16,19-21}



The **best value** hypoallergenic formulas of their kind in the UK (lowest cost eHF and AAF per 100 ml)^{†#}

Product features



Extensively hydrolysed formula (eHF) for mild-to-moderate CMA and other conditions where an eHF is indicated

Amino acid-based formula (AAF) for severe CMA and/or multiple food allergies, and other conditions where an AAF is indicated

Together we can help them face life's adventures

Request a sample



IMPORTANT NOTICE: Breastfeeding is best for infants and is recommended for as long as possible during infancy. Alimentum and EleCare are infant formulas for special medical purposes and should only be used under the recommendation or guidance of a healthcare professional.

*The 2'-FL (2'-fucosyllactose) used in this formula is biosynthesised and structurally identical to the human milk oligosaccharide (HMO) 2'-FL, found in most mothers' breast milk.⁵

†MIMS, July 2020.

‡Studies conducted in healthy-term infants consuming standard Similac formula with 2'-FL (not Alimentum or EleCare), compared to control formula without 2'-FL.

§Studies conducted in infants fed standard EleCare formula without 2'-FL.

¶Parent reports from a single-arm study, where all infants were consuming an extensively hydrolysed formula before being switched to Alimentum with 2'-FL for 60 days. After 7 days of switching to Alimentum with 2'-FL, the majority of parents reported that the following symptoms had improved or resolved: 84% of infants with constipation, 71% of infants with eczema, 100% of infants with vomiting.¹⁶

#Based on individual manufacturer scoop sizes, assuming 3 scoops mixed with 90 ml makes up 100 ml.

References 1. Oddy WH. *Ann Nutr Metab.* 2017;70(Suppl. 2):26-36. 2. Kainonen E, Rautava S, Isolauri E. *Br J Nutr.* 2013;109(11):1962-1970. 3. Boix-Amorós A, et al. *Nutr Rev.* 2019;77(8):541-556. 4. Bode L. *Glycobiology.* 2012;22(9):1147-1162. 5. Reverri EJ, et al. *Nutrients.* 2018;10(10):1346. 6. Borschel MW, et al. *Clin Pediatr (Phila).* 2013;52(10):910-917. 7. Bachrach VR, Schwarz E, Bachrach LR. *Arch Pediatr Adolesc Med.* 2003;157(3):237-243. 8. Fox A, et al. *Clin Transl Allergy.* 2019;9:40. 9. NICE. Cows' milk allergy in children. Available at: <https://cks.nice.org.uk/cows-milk-allergy-in-children#backgroundSub:2> (accessed June 2020). 10. Abbott. Patient Record Study: CMA vs non-CMA infants. Insights from Adelphi Research. 2020. 11. Goehring KC, et al. *J Nutr.* 2016;146(12):2559-2566. 12. Marriage BJ, et al. *J Pediatr Gastroenterol Nutr.* 2015;61(6):649-658. 13. Borschel MW, et al. *BMC Pediatr.* 2014;14:136. 14. Sicherer SH, et al. *J Pediatr.* 2001;138:688-693. 15. Borschel MW, et al. *SAGE Open Med.* 2014;2:205031214551857. 16. Abbott. Data on File (AL32). April 2020. 17. Borschel M. *Allergy.* 2014;69(Suppl. 99):454-572. 18. Sampson HA, et al. *J Pediatr.* 1991;118(4 Pt 1):520-525. 19. RTI research. Abbott EleCare No.1 Dr Recommended. Final Results. 2019. 20. Abbott. EleCare Promotional Claims Survey. 2019. 21. Abbott. UK Alimentum Market Research. 2018. 22. Akkerman R, et al. *Crit Rev Food Sci Nutr.* 2019;59(9):1486-1497. 23. Salli K, et al. *Sci Rep.* 2019;9(1):13232. 24. Ayechu-Muruzabal V, et al. *Front Pediatr.* 2018;6:239. 25. Hegar B, et al. *Pediatr Gastroenterol Hepatol Nutr.* 2019;22(4):330-340. 26. Alimentum datasheet. Alimentum with 2'-FL product composition. Version 1. January 2020. 27. National Health Service (NHS). How to make up baby formula - Your pregnancy and baby guide. September 2019. Available at: <https://www.nhs.uk/conditions/pregnancy-and-baby/making-up-infant-formula/> (accessed July 2020). 28. World Health Organization (WHO). How to Prepare Formula for Bottle-Feeding at Home. 2007. Available at: https://www.who.int/foodsafety/publications/micro/PIF_Bottle_en.pdf (accessed July 2020). 29. EleCare datasheet. EleCare with 2'-FL product composition. Version 1. March 2020.

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