

Store Brand Infant Formula Quick Guide

National Brand



Compare to the Nutrition of Store Brand

STORE BRAND
FORMULA NAME

WALMART

TARGET

SAM'S CLUB

AMAZON

KROGER

INFANT
PREMIUM™



GENTLE
PREMIUM™



ADVANTAGE
PREMIUM®



SENSITIVITY
PREMIUM®



MEIJER

SOY



HYPOALLERGENIC



CVS

INFANT



GENTLE®



ADVANTAGE®



SENSITIVITY®




**Trusted Infant
Nutrition
for over 25 years**

Perrigo manufactures a variety of routine and tolerance store brand formulas for leading retailers. Our commitment to quality and affordability ensures you never have to compromise when it comes to infant feeding.

Perrigo
MAKERS OF ALL
STORE BRAND INFANT FORMULA

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!¹

¹Savings base on Circana 12-month average price per pound retail sales data for comparable store brand and national brand as of September 2025.



Reasons to Choose Store Brand Infant Formula



1 Trusted Infant Nutrition

Pediatricians rely on our commitment to optimal baby nutrition, and our formulas proudly bear the names of trusted national retailers who hold us to rigorous quality and safety standards.



2 Ingredients and Benefits Comparable to National Brands

You can feel confident recommending store brand formulas because they support growth and development and provide complete nutrition and benefits comparable to popular name brands. We don't take shortcuts and use the latest innovations, including those found in breast milk like DHA, ARA, choline, lutein, nucleotides, prebiotics (like GOS*), MFGM[†], and 2'-FL HMO[‡].



3 Quality You Can Trust

Store brand formulas provide complete nutrition for growing babies and meet FDA regulations for safety, nutrition and quality. In addition, all infant formula sold in the U.S. undergoes testing required by the FDA to ensure the product is safe.

*Galacto-oligosaccharides

[†]Milk Fat Globule Membrane composed of proteins and fats.

[‡]2'-fucosyllactose Human Milk Oligosaccharide. Not from human milk.

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



Questions?

Contact us at hello@perrigopediatrics.com



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



Instrucciones completas & Información nutricional
También disponible en español:

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

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For U.S. Healthcare Professionals
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Z11-2543-0351

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STORE BRAND INFANT FORMULA