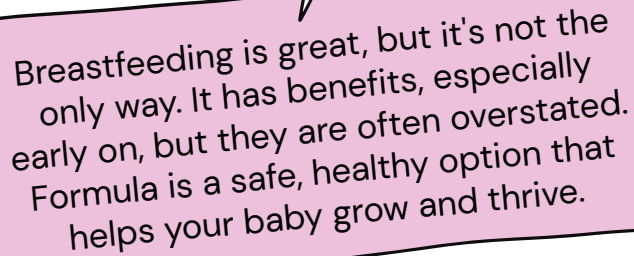


# Let's Talk Formula

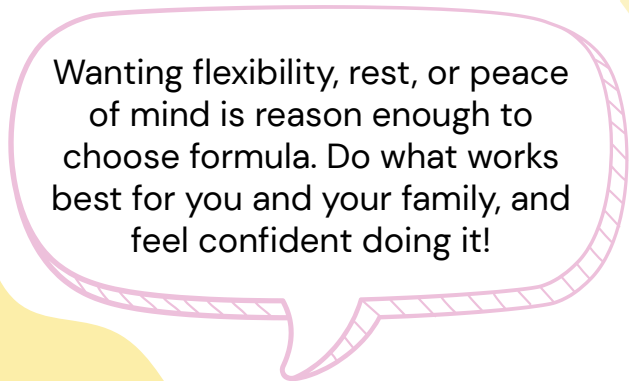
What really matters when it comes to feeding your baby




Breastfeeding is great, but it's not the only way. It has benefits, especially early on, but they are often overstated. Formula is a safe, healthy option that helps your baby grow and thrive.

## **Combo feeding works!**

Lots of families feed their babies both breast milk and formula. There's no rule that says you have to pick one. Using both methods is common, effective, and good for both babies and parents.



Wanting flexibility, rest, or peace of mind is reason enough to choose formula. Do what works best for you and your family, and feel confident doing it!



## **What's actually in formula?**

All U.S. formulas must meet strict guidelines for nutrients, calories, vitamins, and minerals. Most milk-based formulas have the same core ingredients:

- Milk
- Lactose
- Oil (like coconut or soy)
- Whey protein

## **Does the brand matter?**

Not much! Similac, Enfamil, Bobbie, Kirkland—they all meet the same standards. There are two main reasons for price differences:

1. Ingredient sourcing - Some use organic or specialty ingredients. That may matter to you, but the nutrition is almost identical.
2. Marketing and scale - Store brands like Kirkland skip big ads and sell in bulk, keeping costs low without cutting quality.