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Abbott Launches Ready-to-Feed Liquid Infant Formula Made with Whole Milk

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Abbottâ??s liquid-only launch reflects growing parent interest in infant formulas made with whole milk while offering the convenience and reassurance that comes with commercially sterile, ready-to-feed formula



Abbott announced the launch of Similac 360 Total Care Made With Whole Milk—the first and only commercially sterile, ready-to-feed liquid infant formula made with whole milk in the United States. This new formula is available at launch pricing similar to the per-feeding cost of Similac 360 Total Care powdered infant formulas.

Infant formulas made with whole milk have become a popular choice because they provide a fat blend that more closely resembles the fats found in breast milk. Similac 360 Total Care Made With Whole Milk is Similac's closest formula to breast milk. It combines whole milk and an exclusive blend of five human milk oligosaccharides (HMOs), which are prebiotics structurally identical to five of those found in breast milk. This formula is designed to help support a baby's immune system, brain development, and digestive health. Similac 360 Total Care Made With Whole Milk is also non-GMOi and does not contain artificial growth hormonesii, corn syrup or palm olein oil.

"Parents have been asking for more whole milk options, and we wanted to give them something they couldn't get anywhere else," said Misha Pardubicka-Jenkins, Abbott's U.S. vice president and general manager for pediatric nutrition. "We decided on a liquid-only approach to give families the benefits of whole milk, the convenience of a formula that's ready when baby is, and the reassurance that comes with a commercially sterile liquid formula. And through launch, we'll make it accessible to more families by offering it at powder-like prices."

Abbott made the decision to bring this new formula to American families in a commercially sterile, liquid offering only. This gives parents the choice of formula made with whole milk in a convenient, ready-to-feed format, and it provides the inherent peace of mind that comes with liquid infant formulas. Unlike powdered formula, ready-to-feed liquid formula requires no preparation. Parents can simply open and feed, whether at home, while traveling or during overnight feedings. Whether powder or liquid, parents can use all Similac formulas confidently.

"As a pediatrician, I've spent decades helping parents navigate infant feeding, so I know how meaningful it is to find a formula option parents feel confident choosing," said Karyn Wulf, M.D., pediatrician and senior medical director in Abbott's

nutrition division. “All Similac formulas start with high-quality ingredients that provide the essential nutrition babies need to grow and develop. Ready-to-feed infant formulas offer parents convenience because they require no mixing and the reassurance that comes with a commercially sterile liquid.”