Table A1. List and description of infant formulas and toddler drinks

		Product				NPI		
Abbott Infant formula Similac Similac Advance Non-GMO option for your bably's first year. Abbott Infant formula Similac Similac Or Supplementation For treastleading mome who choose to introduce formula - Lactose Galactooligosacch Sugar, 2% final formula Similac Organic Grow Weal Organic Infant Formula William Organic Infant Formula William Organic Infant Formula William Organic Grow Weal Organic Infant Formula William Organic Grow Weal Organic Infant Formula William O	Company		Brand	Product name	Marketing description		Added sweeteners	Prebiotics
Abbott Infant formula Similac Similac Organic Organic May plum Organics Grow Well Organic Infant formula Plum Organics Infant formula Plum Organics Infant formula Plum Organics Grow Well Organic Infant formula Plum Organics Infant	Abbott	Infant formula	Similac	Similac Advance	For baby's first year	-	Lactose	Galactooligosaccharides
Abbott Infant formula Similac Organic Similac Organic baby formula Plum Organics Grow Well Organic Management of the Plum Organics Grow Well Organic Infant formula Wissupplemented with a whole host of minerals and vitamins mandated by the FDA to Company Infant formula Plum Organics Infant formula Wissupplemented with a whole host of minerals and vitamins mandated by the FDA to Lactose Infant formula Wissupplemented with a whole host of minerals and vitamins mandated by the FDA to Lactose Infant formula Wissupplemented with a whole host of minerals and vitamins mandated by the FDA to Lactose Galactooligosacch ensure but by grows well. Infant formula Finami Enfamil Finami F	Abbott	Infant formula	Similac	Similac Advance Non-GMO	A non-GMO option for your baby's first year.	-	Lactose	Galactooligosaccharides
Post	Abbott	Infant formula	Similac	Similac for Supplementation	For breastfeeding moms who choose to introduce formula	-	Lactose	Galactooligosaccharides
Pum Organics Grow Well Organic Infant Formula Pum Organics I							Sugar, < 2%	
Cample Sup Company Inlant formula Plum Organics Infant formula Enfamil	Abbott	Infant formula	Similac	Similac Organic	Organic baby formula	-	fructooligosaccharides1	Fructooligosaccharides
Infant formula Plum Organics				Plum Organics Grow Well	A really important first food made mostly of cow's milk and plant-based oils and			
Mead Johnson Nutrition Infant formula Enfamil Enfamil AR. Infant formula for spile-up Gentle nutrition when moms choose to introduce formula to supplement breastmilk. Mead Johnson Nutrition Infant formula Enfamil Enfamil Gentlease Baby formulate designed to ease flusiness, gas and crying in 24 hours Corn syrup solids Mead Johnson Nutrition Infant formula Enfamil Gentlease Baby formulated after the changing nutrition of breastmik for babies aged 0 through 12 Infant formula Enfamil Infant formula Enf				•	•			
Mutrition Infant formula Enfamil Enfam	Company	Infant formula	Plum Organics	Iron Milk Based Powder	ensure baby grows well.	-	Lactose	
Mead Johnson Nutrition Infant formula Enfamil Enfamil Gentlease Babty formula designed to ease fussiness, gas and crying in 24 hours Corn syrup solids	Mead Johnson							
Nutrition Infant formula Enfamil Enfamil Enfamil Gentlease Baby formula designed to ease fussiness, gas and crying in 24 hours of the Committee of the Changing nutrition of breastmilk for babies strough 3 months. Nutrition Infant formula Enfamil	Nutrition	Infant formula	Enfamil	Enfamil A.R.	Infant formula for spit-up	-	Lactose	Galactooligosaccharides
Nutrition Infant formula Enfamil Enfamil Gentlease Baby formula designed to ease fussiness, gas and crying in 24 hours - Corn syrup solids Formulated after the changing nutrition of breastmilk for babies aged 0 through 12 Nutrition Infant formula Enfamil Enfamil Mewborn Formulated after the changing nutrition of breastmilk for babies through 3 months Lactose Galactooligosacch Mead Johnson Nutrition Infant formula Enfamil Enfamil ProSobee Dased formula designed to ease fussiness and gas due to sensitivity to milk- Nutrition Infant formula Enfamil Enfamil ProSobee Dased formula that is designed to promote comfortable stools Mead Johnson Nutrition Infant formula Enfamil Enfamil Reguline Infant formula that is designed to promote comfortable stools Mead Johnson Nutrition Infant formula Enfamil Enfamil Reguline Infant formula that is designed to promote comfortable stools Enfamil Reguline Infant formula that is designed to promote comfortable stools Corn syrup solids. Lactose Galactooligosacch Modeled after the changing protein levels in breastmilk for babies en the provide of the solid toods. Gerber Good Start Gentle of	Mead Johnson				Gentle nutrition when moms choose to introduce formula to supplement			
Nutrition Infant formula Enfamil Gentlease Eably formula designed to ease fussiness, gas and crying in 24 hours - Corn syrup solids Formulated after the changing nutrition of breastmilk for babies aged 0 through 12 Lactose Galactooligosacch Med Johnson Nutrition Infant formula Enfamil Enfamil ProSobe Dased formula. Enfamil ProSobe Dased formula designed to ease fussiness and gas due to sensitivity to milk- Nutrition Infant formula Enfamil Enfamil ProSobe Dased formula. Enfamil ProSobe Dased formula designed to ease fussiness and gas due to sensitivity to milk- Nutrition Infant formula Enfamil Enfamil ProSobe Dased formula. Enfamil ProSobe Dased formula designed to ease fussiness and gas due to sensitivity to milk- Nutrition Infant formula Enfamil Enfamil Reguline Infant formula that is designed to promote comfortable stools Corn syrup solids. Corn syrup solids Galactooligosacch Modeled after the changing protein levels in breastmilk for babies to the saturation to breast milk, designed to provide Gerber Good Nestle S.A. Infant formula Start Gerber Good Start Gerber Good Start Gerber Good Start Gentle of Supplementing To	Nutrition	Infant formula	Enfamil	Enfamil for Supplementing	breastmilk.	-	Corn syrup solids	
Mead Johnson Nutrition Infant formula Enfamil	Mead Johnson							
Nutrition Infant formula Mead Johnson Mutrition Infant formula Enfamil ProSobee based formula designed to ease fussiness and gas due to sensitivity to milk-beat milk for babies through 3 months Lactose Galactooligosacch Mead Johnson Mutrition Infant formula Enfamil ProSobee based formula that is designed to promote comfortable stools - Grom syrup solids Corn syrup solids Mead Johnson Mutrition Infant formula Enfamil Enfamil Reguline Infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk, designed to prowde Company's infant formula with closest nutrition to breast milk for babies on the complete variation and gentleness of breastmilk for babies on the complete variation with the complete nutrition to breastmilk for babies on the complete variation with the complete nutrition to breastmilk for babies on the complete variation with the complete nutrition for babies with company problems of the complete variation with the complete variation with	Nutrition	Infant formula	Enfamil	Enfamil Gentlease	Baby formula designed to ease fussiness, gas and crying in 24 hours	-	Corn syrup solids	
Nutrition Infant formula Enfamil Enfamil Newborn Formulated after the changing nutrition of breastmilk for babies through 3 months Lactose Galactooligosacch Mead Johnson Nutrition Infant formula Infant	Mead Johnson				Formulated after the changing nutrition of breastmilk for babies aged 0 through 12			
Nutrition Infant formula Enfamil Femania Feman	Nutrition	Infant formula	Enfamil	Enfamil Infant	months.	-	Lactose	Galactooligosaccharides
Mead Johnson Nutrition Infant formula Enfamil	Mead Johnson							
Nutrition Infant formula Enfamil ProSobee based formula. Enfamil ProSobee based formula. Enfamil ProSobee based formula. Enfamil ProSobee based formula. Enfamil Enfam	Nutrition	Infant formula	Enfamil	Enfamil Newborn	Formulated after the changing nutrition of breastmilk for babies through 3 months.	-	Lactose	Galactooligosaccharides
Nutrition Infant formula Enfamil Reguline Infant formula that is designed to promote comfortable stools . Com syrup solids, dead Johnson	Mead Johnson				A soy-based formula designed to ease fussiness and gas due to sensitivity to milk-			
Nutrition Infant formula Enfamil Enfamil Reguline Infant formula that is designed to promote comfortable stools Mead Johnson Nutrition Infant formula Enfamil Enfamil Enspire Company's infant formula with closest nutrition to breast milk, designed to provide Lactose Galactooligosacch	Nutrition	Infant formula	Enfamil	Enfamil ProSobee	based formula.	-	Corn syrup solids	
Nestle S.A. Infant formula Enfarm Start Gerber Good Gerber Good Start Gentle Infant formula Start Gerber Good Modeled after the complete nutrition and gentleness of breastmilk for babies up to Lactose Galactooligosacch Modeled after the complete nutrition and gentleness of breastmilk for babies up to Lactose Galactooligosacch Modeled after the changing protein levels in breastmilk for babies 6-12 months Lactose Galactooligosacch Modeled after the changing protein levels in breastmilk for babies 6-12 months Lactose Galactooligosacch Modeled after the changing protein levels in breastmilk for babies 6-12 months Lactose Galactooligosacch Gerber Good Gerber Good Start Gentle 2 introduced to solid foods. Lactose Galactooligosacch Gerber Good Start Gentle 2 Introduced to solid foods. Lactose Galactooligosacch Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and Gerber Good Gerber Good Gerber Good Start Soothe	Mead Johnson						Corn syrup solids,	
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Nestle S.A. Infant formula Start Gerber Good Start Gentle Modeled after the complete nutrition and gentleness of breastmilk for babies up to 12 months. — Lactose Galactooligosacch Modeled after the changing protein levels in breastmilk for babies 6-12 months Nestle S.A. Infant formula Start Gerber Good Start Gentle introduced to solid foods. — Lactose Galactooligosacch Gerber Good Gerber Good Start Gentle introduced to solid foods. — Lactose Galactooligosacch Gerber Good Gerber Good Start Gentle of Supplementing To supplement breastfeeding for birth to 12 months — Lactose Gerber Good Start Gentle of Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and Gerber Good Start Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and Gerber Good Start Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and Gerber Good Start Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and Gerber Good Start Soothing gas up to 12 months. — Corn Nestle S.A. Infant formula Start Gerber Good Start Soothing as up to 12 months. — Sucrose Nestle S.A. Infant formula Start Gerber Good Start Soothing gas up to 12 months. — Sucrose Nestle S.A. Infant formula Start Gerber Good Start Soothing nutrition for babies experiencing pexcessive crying, colic, fussiness, and Gerber Good Start Soothing gas up to 12 months. — Sucrose Nestle S.A. Infant formula Start Gerber Good Start Soothing nutrition for babies experiencing pexcessive crying, colic, fussiness, and Gerber Good Start Soothing gas up to 12 months. — Sucrose Nestle S.A. Infant formula Start Gerber Good Start Soothing nutrition for babies experiencing fussiness and gas. — Sucrose Nestle S.A. Infant formula Start Gerber Good Start Soothing nutrition for babies experiencing fussiness and gas. — Sucrose Nutrition (transitions) Enfagrow Transitions Gentlease Designed for toddlers 9-18 months experiencing fussiness and gas when soy is preferred. — Galactooligosacch Good Start Soo	Mead Johnson				Company's infant formula with closest nutrition to breast milk, designed to provide			
Nestle S.A. Infant formula Start Gerber Good Start Gentle 12 months. Gerber Good Start Gentle 2 introduced to solid foods Lactose Galactooligosacch Gerber Good Start Gentle 2 introduced to solid foods Lactose Galactooligosacch Gerber Good Start Gentle 5 introduced to solid foods Lactose Galactooligosacch Gerber Good Start Gentle 5 introduced to solid foods Lactose Galactooligosacch Gerber Good Start Gentle 5 introduced to solid foods Lactose Galactooligosacch Gerber Good Start Gentle 5 introduced to solid foods Lactose Galactooligosacch Gerber Good Start Souther Gerber Good Start Souther Gerber Good Start Soother Good Start Soother Gerber Good Start Soother Gerber Good Start Soother Good Start Soother Good Start Soother Gerber Good Start Soother Good	Nutrition	Infant formula	Enfamil	Enspire	complete nutrition for babies through 12 months.	-	Lactose	Galactooligosaccharides
Nestle S.A. Infant formula Start Gerber Good Start Gentle Gerber Good Start Gentle Gerber Good Start Gentle 2 introduced to solid foods. Nestle S.A. Infant formula Start Gerber Good Gerber Good Start Gentle 2 introduced to solid foods. Nestle S.A. Infant formula Start Gerber Good Start Gentle 5 introduced to solid foods. Nestle S.A. Infant formula Start for Supplementing To supplement breastfeeding for birth to 12 months - Lactose Galactooligosacch Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and gas up to 12 months. Nestle S.A. Infant formula Start Gerber Good Start Soothe Ge			Gerber Good		Modeled after the complete nutrition and gentleness of breastmilk for babies up to			
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Nestle S.A. Infant formula Start for Supplementing for Supplement breastfeeding for birth to 12 months - Lactose Nestle S.A. Infant formula Start Gerber Good Start Soothe			Gerber Good		Modeled after the changing protein levels in breastmilk for babies 6-12 months			
Nestle S.A. Infant formula Start for Supplementing To supplement breastfeeding for birth to 12 months - Lactose Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and gas up to 12 months Corn Nestle S.A. Infant formula Start Gerber Good Start Soothe Gerber Good S	Nestle S.A.	Infant formula	Start	Gerber Good Start Gentle 2	introduced to solid foods.	-	Lactose	Galactooligosaccharides
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Nestle S.A. Infant formula Start Gerber Good Start Soothe gas up to 12 months Corn Nestle S.A. Infant formula Start Gerber Good Start Soy For babies with milk or lactose intolerance up to 12 months Sucrose Mead Johnson Nutrition (transitions) Enfagrow Transitions Tailored for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Nutrition (transitions) Enfagrow Transitions Gentlease Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas when soy is Nutrition (transitions) Enfagrow Transitions Soy preferred. Abbott Toddler milk Similac Go & Grow by Similac Go & Grow by Similac A milk-based Toddler Milk designed to help balance your toddler's diet 68 Lactose Galactooligosacch. Go & Grow by Similac Non-	Nestle S.A.	Infant formula	Start	for Supplementing	To supplement breastfeeding for birth to 12 months	-	Lactose	
Nestle S.A. Infant formula Start Gerber Good Start Soy For babies with milk or lactose intolerance up to 12 months Sucrose Mead Johnson Toddler milk Enfagrow Toddler Nutrition (transitions) Enfagrow Transitions Tailored for toddlers 9-18 months 58 Corn syrup solids polydextrose Mead Johnson Toddler milk Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. 58 Corn syrup solids Designed for toddlers 9-18 months experiencing fussiness and gas when soy is Nutrition (transitions) Enfagrow Toddler Toddler milk Similac Go & Grow by Similac A milk-based Toddler Milk designed to help balance your toddler's diet 68 Lactose Galactooligosacch. Go & Grow by Similac Non-			Gerber Good	,,	Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and			
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Mead Johnson Toddler milk Enfagrow Toddler Transitions Tailored for toddlers 9-18 months 58 Corn syrup solids polydextrose Mead Johnson Toddler milk Nutrition (transitions) Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. 58 Corn syrup solids Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. 58 Corn syrup solids Designed for toddlers 9-18 months experiencing fussiness and gas when soy is preferred. 60 Corn syrup solids Abbott Toddler milk Similac Go & Grow by Similac A milk-based Toddler Milk designed to help balance your toddler's diet 68 Lactose Galactooligosacch. Go & Grow by Similac Non-			Gerber Good					
Mead Johnson Toddler milk Enfagrow Toddler Stations Toddler milk Nutrition (transitions) Enfagrow Toddler Enfagrow Toddler Stations Toddler milk Nutrition (transitions) Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Nutrition (transitions) Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas when soy is Preferred. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas when soy is Preferred. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 month	Nestle S.A.	Infant formula	Start	Gerber Good Start Soy	For babies with milk or lactose intolerance up to 12 months.	-	Sucrose	
Nutrition (transitions) Enfagrow Transitions Tailored for toddlers 9-18 months 58 Corn syrup solids polydextrose Mead Johnson Toddler milk Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Transitions Gentlease Designed for toddlers 9-18 months experiencing fussiness and gas. 58 Corn syrup solids Mead Johnson Toddler milk Enfagrow Toddler Nutrition (transitions) Enfagrow Toddler Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas when soy is preferred. 60 Corn syrup solids Abbott Toddler milk Similac Go & Grow by Similac A milk-based Toddler Milk designed to help balance your toddler's diet 68 Lactose Galactooligosacch. Go & Grow by Similac Non-	Mead Johnson	Toddler milk		•	·			Galactooligosaccharides,
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Nutrition (transitions) Enfagrow Transitions Gentlease Designed for toddlers 9-18 months experiencing fussiness and gas. Mead Johnson Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas when soy is Nutrition (transitions) Enfagrow Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas when soy is Nutrition (transitions) Enfagrow Toddler milk Enfagrow Toddler Designed for toddlers 9-18 months experiencing fussiness and gas. Transitions Gentlease Designed for toddlers 9-18 months experiencing fussiness and gas. Toddler milk Similac Go & Grow by Similac A milk-based Toddler Milk designed to help balance your toddler's diet Go & Lactose Galactooligosacch. Go & Grow by Similac Non-			ŭ					
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Abbott Toddler milk Similac Go & Grow by Similac A milk-based Toddler Milk designed to help balance your toddler's diet 68 Lactose Galactooligosacch. Go & Grow by Similac Non-			Enfoarce	•		60	Corn syrup colida	
Go & Grow by Similac Non-		·						
	Abbott	Toddler milk	Similac	•	A milk-based Toddler Milk designed to help balance your toddler's diet	68	Lactose	Galactooligosaccharides
Abbott Toddler milk Similac GMO A non-GMO option for helping balance your toddler's diet 68 Lactose Galactooligosacch	Abbott	Toddler milk	Similac	•	A non-GMO option for helping balance your toddler's diet	68	Lactose	Galactooligosaccharides

Company	Product category	Brand	Product name	Marketing description	NPI score*	Added sweeteners	Prebiotics
	J 9		Go & Grow by Similac				
Abbott	Toddler milk	Similac	Sensitive	Complement to toddler nutrition, suitable for children with lactose sensitivity.	68	Corn syrup, sugar	Galactooligosaccharides
			Go & Grow by Similac				
Abbott	Toddler milk	Similac	Vanilla	Complement to toddler nutrition	68	Lactose, sucrose	Galactooligosaccharides
Mead Johnson Nutrition	Toddler milk	Enfagrow	Enfagrow Toddler Nevt Sten	Flavored milk drink supplement for toddlers 1-3 years.	68	Corn syrup solids	Galactooligosaccharides, polydextrose
Nutrition	Toddler IIIIK	Gerber Good	Liliagiow Toddiel Next Step	Travored milk drink supplement for toddlers 1-5 years.	00	Corri syrup solius	polydexilose
Nestle S.A.	Toddler milk	Start	Gerber Good Start Grow	Nutrition specially designed for toddlers 12-24 months	70	Sugar	
			Nestlé Nido Fortificada	Nido Fortificada is dry whole milk with added vitamins and minerals to help support	t		
Nestle S.A. ²	Toddler milk	Nido	(Fortified)	healthy growth and development.	70		
				Nestlé nido kinder 1+ is a powdered milk beverage with 13 vitamins and minerals			
				to help support your child's healthy growth and development. Nido 1+ also		Curar lastace honou	
Nestle S.A.	Toddler milk	Nido	Nestlé Nido Kinder 1+	contains prebio1, an exclusive blend of fiber. Fiber helps to maintain a healthy	70	Sugar, lactose, honey, oligofructose ¹	Oligofructose, inulin
Nesile S.A.	Toddler IIIIK	NIGO	Nestie Mido Milder 1+	digestive system. Milk drink specially formulated organic toddler milk enhanced with age-specific	70	oligori uctose	Oligoriuciose, maiin
Nurture Inc.	Toddler milk	Happy Tot	Happy Tot Grow & Shine	nutrients	72	Glucose syrup solids	
	Nutritional		Pediasure Grow & Gain	Clinically proven nutrition to help kids grow, and nutritious supplement for kids		Sugar,	
Abbott	supplement	Pediasure	Banana	falling behind growth	68	fructooligosaccharides	Fructooligosaccharides
3	Nutritional .	.	Pediasure Grow & Gain	Clinically proven nutrition to help kids grow, and nutritious supplement for kids		Sugar,	
Abbott ³	supplement	Pediasure	Berry	falling behind growth	68	fructooligosaccharides	Fructooligosaccharides
	Nutritional		Pediasure Grow & Gain	Clinically proven nutrition to help kids grow, and nutritious supplement for kids		Sugar, fructooligosaccharides,	
Abbott ⁴	supplement	Pediasure	Chocolate	falling behind growth	66	<2% sucralose	Fructooligosaccharides
	Nutritional		Pediasure Grow & Gain	Clinically proven nutrition to help kids grow, and nutritious supplement for kids		Sugar,	
Abbott ⁵	supplement	Pediasure	Strawberry	falling behind growth	68	fructooligosaccharides*	Fructooligosaccharides
	Nutritional .	5	Pediasure Grow & Gain	Clinically proven nutrition to help kids grow, and nutritious supplement for kids		Sugar,	
Abbott	supplement	Pediasure	Vanilla	falling behind growth	68	fructooligosaccharides	Fructooligosaccharides
Abbott ⁶	Nutritional supplement	Pediasure	Fiber Strawberry	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	70	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott	•••	i ediasure	,		70	· ·	Tructooligosaccitatides
Abbott	Nutritional supplement	Pediasure	Fiber Vanilla	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	70	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott	Supplement	rediasure	Pediasure Grow and Gain	Talling Definite growth	70	nuctooligosacchandes	Tructooligosaccitatides
	Nutritional			Clinically proven nutrition to help kids grow, and nutritious supplement for kids			
Abbott	supplement	Pediasure	1% milk	falling behind growth	70	Corn syrup, sugar	
				Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g			
	Nutritional		Pediasure Sidekicks	protein, 3g fiber*, and 25 essential vitamins and minerals for kids who are growing		Sugar,	
Abbott	supplement	Pediasure	Chocolate	fine but missing key nutrients.	72	fructooligosaccharides	Fructooligosaccharides
			Pediasure Sidekicks Fruit &				
∆ bbott	Nutritional	Dodios	Veggie Smoothie Mix	Pediasure Sidekicks Smoothie Mix provides one full serving of combined fruits and		Sugar,	Eruotooligoogaaharida
Abbott	supplement	Pediasure	Strawberry Banana	vegetables* and the top 4 nutrients low in kids' diets in every smoothie. Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g	70	fructooligosaccharides	Fructooligosaccharides
	Nutritional		Pediasure Sidekicks	protein, 3g fiber*, and 25 essential vitamins and minerals for kids who are growing		Sugar,	
Abbott	supplement	Pediasure	Strawberry	fine but missing key nutrients.	72	fructooligosaccharides	Fructooligosaccharides

Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g			Marketing description se	Product name	Brand	Product category	Company
			Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g				!
Nutritional protein, 3g fiber*, and 25 essential vitamins and minerals for kids who are growing Sugar,		Sugar,	protein, 3g fiber*, and 25 essential vitamins and minerals for kids who are growing			Nutritional	
Abbott supplement Pediasure Pediasure Sidekicks Vanilla fine but missing key nutrients. 72 fructooligosaccharides	es Fructooligosaccharides	ructooligosaccharides	fine but missing key nutrients.	Pediasure Sidekicks Vanilla	Pediasure	supplement	Abbott

^{*}NPI score is not used for infant formula

¹ FOS are oligosaccharide fructans, used as an alternative sweetener

 $^{^2 \, \}mbox{Only}$ lists ingredients not found in regular dry whole milk

³ Natural & artificial flavor #10, FD&C red#3 food coloring

⁴ FD&C red #3

⁵ Natural & artificial flavor #10, FD&C red #3 food coloring

⁶ Red #3 food coloring

Company	Product category	Brand	Product name	NPI score*	Serving size (g)	Total Calories (Kcal)	Calories / 100g	Saturated fat (g)	Total sugar (g)	Sodium (mg)	Dietary fiber (g)	Protein (g)
Abbott	Infant formula	Similac	Similac Advance	-	177.5	100.0	56.4	1.6	11.2	25.0	0.0	2.1
Abbott	Infant formula	Similac	Similac Advance Non-GMO	-	177.5	100.0	56.4	1.6	11.2	25.0	0.0	2.1
Abbott	Infant formula	Similac	Similac for Supplementation	-	177.5	100.0	56.4	1.6	11.3	25.0	0.0	2.1
Abbott	Infant formula	Similac	Similac Organic	-	177.5	100.0	56.4	1.8	10.9	24.0	0.0	2.1
Campbell Soup Company	Infant formula	Plum Organics	Plum Organics Grow Well Organic Infant Formula With Iron Milk Based Powder	-	169.2	100.0	59.1	2.1	10.4	24.0	0.0	2.1
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil A.R.	-	169.9	100.0	58.9	2.1	11.3	40.0	0.0	2.5
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil for Supplementing	-	169.9	100.0	58.9	2.3	10.8	36.0	0.0	2.3
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Gentlease	-	169.9	100.0	58.9	2.3	10.8	36.0	0.0	2.3
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Infant	-	169.9	100.0	58.9	2.3	11.3	27.0	0.0	2.0
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Newborn	-	169.9	100.0	58.9	2.3	11.2	27.0	0.0	2.1
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil ProSobee	-	169.9	100.0	58.9	2.3	10.6	36.0	0.0	2.5
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Reguline	-	169.9	100.0	58.9	2.3	11.1	36.0	0.0	2.3
Mead Johnson Nutrition	Infant formula	Enfamil	Enspire	-	169.9	100.0	58.9	2.2	11.2	27.0	0.0	2.1
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Gentle	-	170.2	100.0	58.8	2.1	11.3	27.0	0.6	2.2
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Gentle 2	-	170.2	100.0	58.8	2.1	11.9	27.0	0.6	1.9
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Gentle for Supplementing	-	169.7	100.0	58.9	2.3	11.2	27.0	0.0	2.2
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Soothe	-	169.7	100.0	58.9	2.1	11.2	27.0	0.0	2.2
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Soy	-	170.2	100.0	58.8	2.0	11.1	27.0	0.0	2.5
Mead Johnson Nutrition	Toddler milk (transitions)	Enfagrow	Enfagrow Toddler Transitions	58	170.4	100.0	58.7	10.8	2.3	36.0	0.0	2.6
Mead Johnson Nutrition	Toddler milk (transitions)	Enfagrow	Enfagrow Toddler Transitions Gentlease	58	170.4	100.0	58.7	10.5	2.3	40.0	0.0	2.6
Mead Johnson Nutrition	Toddler milk (transitions)	Enfagrow	Enfagrow Toddler Transitions Soy	60	170.4	100.0	58.7	11.8	1.9	36.0	0.0	3.3
Abbott	Toddler milk	Similac	Go & Grow by Similac	68	271.6	150.0	55.2	0.0	15.0	45.0	0.9	4.0
Abbott	Toddler milk	Similac	Go & Grow by Similac Non-GMO	68	271.6	150.0	55.2	0.0	15.0	45.0	0.9	4.0
Abbott	Toddler milk	Similac	Go & Grow by Similac Sensitive	68	271.6	150.0	55.2	0.0	15.0	45.0	0.9	4.0
Abbott	Toddler milk	Similac	Go & Grow by Similac Vanilla	68	271.6	150.0	55.2	0.0	15.0	45.0	0.9	4.0
Mead Johnson Nutrition	Toddler milk	Enfagrow	Enfagrow Toddler Next Step	68	213.4	160.0	75.0	2.5	11.0	80.0	0.9	6.0
Nestle S.A.	Toddler milk	Gerber Good Start	Gerber Good Start Grow	70	205.4	130.0	63.3	0.5	10.0	50.0	0.0	4.0
Nestle S.A.	Toddler milk	Nido	Nestlé Nido Fortificada (Fortified)	70	270.6	160.0	59.1	5.0	11.0	105.0	0.0	6.0

Company	Product category	Brand	Product name	NPI score*	Serving size (g)	Total Calories (Kcal)	Calories / 100g	Saturated fat (g)	Total sugar (g)	Sodium (mg)	Dietary fiber (g)	Protein (g)
Nestle S.A.	Toddler milk	Nido	Nestlé Nido Kinder 1+	70	270.6	160.0	59.1	2.5	15.0	95.0	1.0	6.0
Nurture Inc.	Toddler milk	Happy Tot	Happy Tot Grow & Shine	72	205.4	140.0	68.2	0.0	6.0	50.0	0.0	4.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Banana	68	247.8	240.0	96.9	1.0	18.0	90.0	1.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Berry	68	247.8	240.0	96.9	1.0	18.0	90.0	1.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Chocolate	66	247.8	240.0	96.9	1.0	23.0	90.0	1.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Strawberry	68	247.8	240.0	96.9	1.0	18.0	90.0	1.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Vanilla	68	247.8	240.0	96.9	1.0	18.0	90.0	1.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain with Fiber Strawberry	70	247.8	240.0	96.9	1.0	18.0	90.0	3.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain with Fiber Vanilla	70	247.8	240.0	96.9	1.0	18.0	90.0	3.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Grow and Gain Shake Mix Vanilla + 6fl oz of 1% milk	70	210.5	240.0	114.0	2.0	18.0	210.0	0.0	12.0
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Chocolate	72	247.8	150.0	60.5	1.0	17.0	90.0	3.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Fruit & Veggie Smoothie Mix Strawberry Banana	70	184.6	150.0	81.3	1.0	17.0	85.0	3.0	6.0
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Strawberry	72	247.8	150.0	60.5	1.0	17.0	90.0	3.0	7.0
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Vanilla	72	247.8	150.0	60.5	1.0	17.0	90.0	3.0	7.0

^{*}NPI score is not used for infant formula

											Serving of		
rand	N=# of ads	Nutrition	Supplement	Organic	Natural/real	New	Taste/approved by children	Convenience	Satisfies children	Scientific formula	vitamin/food	% any features	# per
aby and toddler food													
Beech-Nut	9	11%	0%	11%	100%	33%	22%	0%	0%	0%	11%	100%	
Gerber	34	41%	0%	21%	18%	12%	41%	12%	0%	0%	6%	77%	
Gerber Graduates	20	62%	0%	0%	60%	20%	70%	25%	0%	0%	10%	100%	
Plum Organics	14	64%	0%	79%	7%	0%	21%	21%	0%	14%	0%	79%	
Total	77	41%	0%	25%	36%	14%	43%	16%	0%	3%	7%	86%	
fant formula, toddler	milk, and nutritio	nal supplem	ent										
Enfamil	17	100%	0%	0%	0%	23%	0%	6%	24%	53%	12%	100%	
Gerber Good Start	11	100%	0%	0%	0%	27%	0%	0%	64%	36%	0%	100%	
Similac	14	93%	0%	0%	7%	36%	0%	0%	7%	0%	0%	93%	
Enfagrow	8	75%	63%	0%	0%	0%	0%	0%	0%	25%	63%	75%	
Pediasure	9	89%	22%	0%	11%	0%	44%	0%	56%	0%	44%	89%	
Total	59	93%	12%	0%	3%	20%	7%	2%	29%	25%	19%	93%	
able B2. Product assoc	N=# of ads	Humor		lelp children learn	Fear	Trustworthy	Family bonding	Bonding with peers	Inspirational	Nutrition experts	Parent/child conflict	% any associations	
aby and toddler food													
Beech-Nut	9	0%	0%	11%	0%	11%	11%	0%	33%	0%	0%	56%	
Gerber	34	32%	18%	29%	6%	47%	0%	0%	0%	9%	0%	74%	
Gerber Graduates	20	45%	0%	5%	20%	0%	10%	0%	0%	10%	15%	70%	
Plum Organics	14	43%	0%	7%	21%	0%	0%	0%	36%	36%	0%	79%	
Total	77	34%	8%	17%	12%	22%	4%	0%	10%	13%	4%	71%	
fant formula, toddler	milk, and nutritio	nal supplem	ent										
Enfamil	17	0%	6%	35%	41%	18%	12%	0%	0%	12%	0%	77%	
Gerber Good Start	11	9%	0%	9%	18%	0%	55%	0%	0%	0%	9%	73%	
Similac	14	0%	0%	36%	7%	21%	50%	29%	0%	14%	0%	86%	
Enfagrow	8	0%	0%	50%	63%	0%	50%	0%	13%	0%	13%	75%	
Pediasure	9	56%	0%	44%	33%	0%	67%	11%	0%	0%	44%	100%	

Table B3. Product benefits by brand in English-language content analysis													
Brand	N=# of ads	Digestive health	Physical development	Mental performance	Chewing	Crying	Happiness of children or parents		Any benefits for children	# per ad			
Baby and toddler food													
Beech-Nut	9	0%	0%	11%	0%	0%	0%	0%	11%	1			
Gerber	34	0%	24%	0%	18%	0%	0%	0%	41%	0.6			
Gerber Graduates	20	0%	20%	0%	5%	0%	0%	0%	25%	0.8			
Plum Organics	14	0%	43%	0%	0%	0%	0%	0%	43%	1			
Total	77	0%	23%	1%	9%	0%	0%	0%	34%	0.7			
Infant formula, toddler m	ilk, and nutriti	onal supplement											
Enfamil	17	35%	59%	41%	0%	6%	6%	100%	88%	1.4			
Gerber Good Start	11	64%	0%	0%	0%	27%	46%	0%	73%	1.1			
Similac	14	14%	57%	29%	0%	0%	7%	0%	71%	1.3			
Enfagrow	8	25%	75%	38%	0%	0%	0%	13%	75%	1.8			
Pediasure	9	0%	44%	22%	0%	0%	13%	67%	44%	2.2			
Total	59	29%	48%	27%	0%	3%	14%	41%	73%	1.5			

Table B4. Product features by brand Spanish-language content analysis

Brand	Total # of ads	Nutrition	Supplement	Organic	Natural/real	New	Taste/approved by children		Satisfies children	Scientific formula	Serving of vitamin/food group		# per ad
Enfagrow	8	88%	63%	0%	0%	38%	13%	0%	13%	0%	50%	88%	2.6
Pediasure	8	100%	63%	0%	0%	13%	25%	0%	63%	0%	0%	100%	2.6
Nido	5	80%	40%	0%	0%	20%	0%	0%	0%	0%	0%	80%	1.4
Gerber	2	50%	0%	0%	0%	0%	50%	50%	0%	0%	0%	100%	1.5
Beech-Nut	2	0%	0%	0%	100%	50%	50%	50%	0%	0%	0%	50%	2.5
Similac	2	100%	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%	2
Total ads	27	82%	44%	0%	7%	22%	19%	7%	30%	0%	15%	89%	2.3

Table B5. Product associations by brand Spanish-language content analysis

				Help children				Bonding with		Nutrition		% any	
Brand	Total # of ads	Humor	Education	learn	Fear	Trustworthy	Family bonding	-	Inspirational	experts	Parent/child conflict	associations	# per ad
Enfagrow	8	0%	0%	88%	63%	0%	63%	0%	0%	0%	0%	88%	2.1
Pediasure	8	25%	0%	75%	63%	0%	13%	13%	0%	0%	13%	100%	2
Nido	5	0%	0%	80%	40%	0%	60%	0%	20%	0%	0%	100%	2
Gerber	2	0%	0%	0%	50%	0%	0%	0%	0%	0%	50%	50%	1
Beech-Nut	2	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%	1
Similac	2	0%	0%	50%	0%	0%	50%	0%	0%	0%	50%	100%	1.5
Total ads	27	7%	0%	67%	48%	0%	37%	4%	11%	0%	11%	93%	1.9

Table B6. Product b	penefits by brand in Sp	panish-language conten	t analysis							
Brand	Total # of ads	Digestive health	Physical development	Mental performance	Chewing	Crying	Happiness of children and parents	Pediatrician recommended	Any benefits for children	# per ad
Enfagrow	8	38%	88%	38%	0%	0%	0%	38%	88%	1.6
Pediasure	8	0%	88%	25%	0%	0%	0%	88%	100%	1.1
Nido	5	20%	80%	0%	0%	0%	0%	0%	80%	1
Gerber	2	0%	0%	0%	0%	0%	0%	0%	0%	0
Beech-Nut	2	0%	0%	0%	0%	0%	0%	0%	0%	0
Similac	2	50%	100%	0%	0%	0%	50%	50%	100%	1.5
Total ads	27	19%	74%	19%	0%	0%	4%	41%	78%	1.1