

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

Company	Product category	Brand	Product name	Marketing description	NPI score*	Added sweeteners	Prebiotics
Abbott	Infant formula	Similac	Similac Advance	For baby's first year	-	Lactose	Galactooligosaccharides
Abbott	Infant formula	Similac	Similac Advance Non-GMO	A non-GMO option for your baby's first year.	-	Lactose	Galactooligosaccharides
Abbott	Infant formula	Similac	Similac for Supplementation	For breastfeeding moms who choose to introduce formula	-	Lactose Sugar, < 2%	Galactooligosaccharides
Abbott	Infant formula	Similac	Similac Organic	Organic baby formula	-	fructooligosaccharides ¹	Fructooligosaccharides
Campbell Soup Company	Infant formula	Plum Organics	Plum Organics Grow Well Organic Infant Formula With Iron Milk Based Powder	A really important first food made mostly of cow's milk and plant-based oils and supplemented with a whole host of minerals and vitamins mandated by the FDA to ensure baby grows well.	-	Lactose	
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil A.R.	Infant formula for spit-up	-	Lactose	Galactooligosaccharides
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil for Supplementing	Gentle nutrition when moms choose to introduce formula to supplement breastmilk.	-	Corn syrup solids	
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Gentlease	Baby formula designed to ease fussiness, gas and crying in 24 hours	-	Corn syrup solids	
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Infant	Formulated after the changing nutrition of breastmilk for babies aged 0 through 12 months.	-	Lactose	Galactooligosaccharides
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Newborn	Formulated after the changing nutrition of breastmilk for babies through 3 months.	-	Lactose	Galactooligosaccharides
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil ProSobee	A soy-based formula designed to ease fussiness and gas due to sensitivity to milk-based formula.	-	Corn syrup solids	
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Reguline	Infant formula that is designed to promote comfortable stools	-	Corn syrup solids, lactose	Galactooligosaccharides
Mead Johnson Nutrition	Infant formula	Enfamil	Enfamil Enspire	Company's infant formula with closest nutrition to breast milk, designed to provide complete nutrition for babies through 12 months.	-	Lactose	Galactooligosaccharides
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Gentle	Modeled after the complete nutrition and gentleness of breastmilk for babies up to 12 months.	-	Lactose	Galactooligosaccharides
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Gentle 2	Modeled after the changing protein levels in breastmilk for babies 6-12 months introduced to solid foods.	-	Lactose	Galactooligosaccharides
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Gentle for Supplementing	To supplement breastfeeding for birth to 12 months	-	Lactose	
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Soothe	Soothing nutrition for babies experiencing excessive crying, colic, fussiness, and gas up to 12 months.	-	Corn	
Nestle S.A.	Infant formula	Gerber Good Start	Gerber Good Start Soy	For babies with milk or lactose intolerance up to 12 months.	-	Sucrose	
Mead Johnson Nutrition	Toddler milk (transitions)	Enfagrow	Enfagrow Toddler Transitions	Tailored for toddlers 9-18 months	58	Corn syrup solids	Galactooligosaccharides, polydextrose
Mead Johnson Nutrition	Toddler milk (transitions)	Enfagrow	Enfagrow Toddler Transitions Gentlease	Designed for toddlers 9-18 months experiencing fussiness and gas.	58	Corn syrup solids	
Mead Johnson Nutrition	Toddler milk (transitions)	Enfagrow	Enfagrow Toddler Transitions Soy	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	Galactooligosaccharides
Abbott	Toddler milk	Similac	Go & Grow by Similac Non-GMO	A non-GMO option for helping balance your toddler's diet	68	Lactose	Galactooligosaccharides

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Company	Product category	Brand	Product name	Marketing description	NPI score*	Added sweeteners	Prebiotics
Abbott	Toddler milk	Similac	Go & Grow by Similac Sensitive	Complement to toddler nutrition, suitable for children with lactose sensitivity.	68	Corn syrup, sugar	Galactooligosaccharides
Abbott	Toddler milk	Similac	Go & Grow by Similac Vanilla	Complement to toddler nutrition	68	Lactose, sucrose	Galactooligosaccharides
Mead Johnson Nutrition	Toddler milk	Enfagrow Gerber Good Start	Enfagrow Toddler Next Step	Flavored milk drink supplement for toddlers 1-3 years.	68	Corn syrup solids	Galactooligosaccharides, polydextrose
Nestle S.A.	Toddler milk	Gerber Good Start	Gerber Good Start Grow	Nutrition specially designed for toddlers 12-24 months	70	Sugar	
Nestle S.A. ²	Toddler milk	Nido	Nestlé Nido Fortificada (Fortified)	Nido Fortificada is dry whole milk with added vitamins and minerals to help support healthy growth and development.	70		
Nestle S.A.	Toddler milk	Nido	Nestlé Nido Kinder 1+	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 contains prebio1, an exclusive blend of fiber. Fiber helps to maintain a healthy digestive system.	70	Sugar, lactose, honey, oligofructose ¹	Oligofructose, inulin
Nurture Inc.	Toddler milk	Happy Tot	Happy Tot Grow & Shine	Milk drink specially formulated organic toddler milk enhanced with age-specific nutrients	72	Glucose syrup solids	
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Banana	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	68	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott ³	Nutritional supplement	Pediasure	Pediasure Grow & Gain Berry	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	68	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott ⁴	Nutritional supplement	Pediasure	Pediasure Grow & Gain Chocolate	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	66	Sugar, fructooligosaccharides, <2% sucralose	Fructooligosaccharides
Abbott ⁵	Nutritional supplement	Pediasure	Pediasure Grow & Gain Strawberry	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	68	Sugar, fructooligosaccharides*	Fructooligosaccharides
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain Vanilla	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	68	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott ⁶	Nutritional supplement	Pediasure	Pediasure Grow & Gain with Fiber Strawberry	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	70	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott	Nutritional supplement	Pediasure	Pediasure Grow & Gain with Fiber Vanilla	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	70	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott	Nutritional supplement	Pediasure	Pediasure Grow and Gain Shake Mix Vanilla + 6fl oz of 1% milk	Clinically proven nutrition to help kids grow, and nutritious supplement for kids falling behind growth	70	Corn syrup, sugar	
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Chocolate	Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g protein, 3g fiber*, and 25 essential vitamins and minerals for kids who are growing fine but missing key nutrients.	72	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Fruit & Veggie Smoothie Mix Strawberry Banana	Pediasure Sidekicks Smoothie Mix provides one full serving of combined fruits and vegetables* and the top 4 nutrients low in kids' diets in every smoothie.	70	Sugar, fructooligosaccharides	Fructooligosaccharides
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Strawberry	Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g protein, 3g fiber*, and 25 essential vitamins and minerals for kids who are growing fine but missing key nutrients.	72	Sugar, fructooligosaccharides	Fructooligosaccharides

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Company	Product category	Brand	Product name	Marketing description	NPI score*	Added sweeteners	Prebiotics
Abbott	Nutritional supplement	Pediasure	Pediasure Sidekicks Vanilla	Pediasure Sidekicks is nutrition to help fill gaps. Each shake is a source of 7g protein, 3g fiber ¹ , and 25 essential vitamins and minerals for kids who are growing fine but missing key nutrients.	72	Sugar, fructooligosaccharides	Fructooligosaccharides

*NPI score is not used for infant formula

¹ FOS are oligosaccharide fructans, used as an alternative sweetener

² 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

Table A2. Nutrition content of individual infant formulas and toddler drinks

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

continued

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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

Table B1. Product features by brand in English-language content analysis

Brand	N=# of ads	Nutrition	Supplement	Organic	Natural/real	New	Taste/approved by children	Convenience	Satisfies children	Scientific formula	Serving of vitamin/food group	% any features	# per ad
Baby and toddler food													
Beech-Nut	9	11%	0%	11%	100%	33%	22%	0%	0%	0%	11%	100%	1.9
Gerber	34	41%	0%	21%	18%	12%	41%	12%	0%	0%	6%	77%	2
Gerber Graduates	20	62%	0%	0%	60%	20%	70%	25%	0%	0%	10%	100%	2.5
Plum Organics	14	64%	0%	79%	7%	0%	21%	21%	0%	14%	0%	79%	2.6
Total	77	41%	0%	25%	36%	14%	43%	16%	0%	3%	7%	86%	2.2
Infant formula, toddler milk, and nutritional supplement													
Enfamil	17	100%	0%	0%	0%	23%	0%	6%	24%	53%	12%	100%	2.1
Gerber Good Start	11	100%	0%	0%	0%	27%	0%	0%	64%	36%	0%	100%	2
Similac	14	93%	0%	0%	7%	36%	0%	0%	7%	0%	0%	93%	1.3
Enfagrow	8	75%	63%	0%	0%	0%	0%	0%	0%	25%	63%	75%	3
Pediasure	9	89%	22%	0%	11%	0%	44%	0%	56%	0%	44%	89%	2.8
Total	59	93%	12%	0%	3%	20%	7%	2%	29%	25%	19%	93%	2.1

Table B2. Product associations by brand in English-language content analysis

Brand	N=# of ads	Humor	Education	Help children learn	Fear	Trustworthy	Family bonding	Bonding with peers	Inspirational	Nutrition experts	Parent/child conflict	% any associations	# per ad
Baby and toddler food													
Beech-Nut	9	0%	0%	11%	0%	11%	11%	0%	33%	0%	0%	56%	1.2
Gerber	34	32%	18%	29%	6%	47%	0%	0%	0%	9%	0%	74%	1.9
Gerber Graduates	20	45%	0%	5%	20%	0%	10%	0%	0%	10%	15%	70%	1.5
Plum Organics	14	43%	0%	7%	21%	0%	0%	0%	36%	36%	0%	79%	1.8
Total	77	34%	8%	17%	12%	22%	4%	0%	10%	13%	4%	71%	1.7
Infant formula, toddler milk, and nutritional supplement													
Enfamil	17	0%	6%	35%	41%	18%	12%	0%	0%	12%	0%	77%	1.6
Gerber Good Start	11	9%	0%	9%	18%	0%	55%	0%	0%	0%	9%	73%	1.4
Similac	14	0%	0%	36%	7%	21%	50%	29%	0%	14%	0%	86%	1.8
Enfagrow	8	0%	0%	50%	63%	0%	50%	0%	13%	0%	13%	75%	2.5
Pediasure	9	56%	0%	44%	33%	0%	67%	11%	0%	0%	44%	100%	2.5
Total	59	10%	2%	34%	31%	10%	42%	9%	2%	7%	10%	81%	1.9

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	Pediatrician recommended	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 milk, and nutritional 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	Convenience	Satisfies children	Scientific formula	Serving of vitamin/food group	% any features	# 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

Brand	Total # of ads	Humor	Education	Help children learn	Fear	Trustworthy	Family bonding	Bonding with peers	Inspirational	Nutrition experts	Parent/child conflict	% any 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 benefits by brand in Spanish-language content 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