

Product Sheet Similac Total Comfort

1. General Product Information

- Infant formula
- Low lactose (2%)
- Palm olein-free
- Similar to breast milk due to the presence of HMO (human milk oligosaccharides)

2. Therapeutic Indications

- Indicated for newborns experiencing intestinal discomfort accompanied by gas, regurgitation, and abdominal bloating.

3. Benefits

- Reduces intestinal sensitivity.
- Supports lactase production.
- Reduces problems such as gas, diarrhea, and abdominal bloating.
- Relieves symptoms of TGFS (Transient Gastrointestinal Function Syndrome).
- Supports normal maturation of the microbiota, favoring the immune system.
- Improves the absorption of nutrients such as calcium and DHA.

4. Scientific Evidence

- Being palm olein-free, patients show 59% fewer colics, 59% less constipation, and 40% greater absorption of calcium and other nutrients.

5. Slogan

- "All-in-one. Complete solution for happy tummies."

Questions for Exploration:

- How often do you see newborns with intestinal issues?
- What do you look for in an infant formula to recommend to parents?
- What are parents' main concerns when introducing formulas to their newborns?
- What are the main components of other formulas?

Value Dialogue Against the Competition: I understand that you're looking for more options, Dr. Sofia. I just want to highlight that Similac Total Comfort offers a complete solution for babies with intestinal discomfort. Its low lactose and palm olein-free formula alleviates gastrointestinal symptoms and improves nutrient absorption. Additionally, its similarity to

breast milk, thanks to HMOs, supports gut health and strengthens the immune system. I'm here to provide more details and compare it with other options according to your needs.