

## Product Information: Pure Bliss™ by Similac®

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[www.abbottnutrition.com](http://www.abbottnutrition.com)

# Pure Bliss™ by Similac®

## Infant Formula with Iron

- 1 A 19 Cal/fl oz, nutritionally complete, non-GMO,\* milk-based, iron-fortified infant formula for use as a supplement or alternative to breastfeeding.
- 1 Non-GMO. Ingredients not genetically engineered.
- 1 A non-GMO option for complete nutrition for baby's first year.
- 1 No artificial growth hormones.†
- 1 Complete nutrition for your baby's first year.
- 1 Our exclusive formula has:
  - Calcium for strong bones - no palm olein oil.
  - Nucleotides to help support the immune system.
  - Prebiotics to help promote digestive health.
  - Carotenoids like those naturally found in breast milk.
- 1 Gluten-free.
- 1 Halal.
- 1 Kosher.



### Safety Precautions

- 1 **Never use a microwave oven to warm formula.** Serious burns can result.
- 1 Powdered infant formulas are not sterile and should not be fed to premature infants or infants who might have immune problems unless directed and supervised by your baby's doctor.
- 1 Not for infants or children with galactosemia.

\* *Ingredients not genetically engineered.*

† *No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.*

### Ingredients

#### Powder Unflavored:

Nonfat Milk, Lactose, High Oleic Sunflower Oil, Whey Protein Concentrate, Soy Oil, Coconut Oil, Galactooligosaccharides. Less than 2% of: C. Cohnii Oil, M. Alpina Oil, Beta-Carotene, Lutein, Potassium Citrate, Calcium Carbonate, Ascorbic Acid, Soy Lecithin, Potassium Chloride, Magnesium Chloride, Ferrous Sulfate, Choline Bitartrate, Choline Chloride, Ascorbyl Palmitate, Salt, Taurine, m-Inositol, Zinc Sulfate, Mixed Tocopherols, d-Alpha-Tocopheryl Acetate, Niacinamide, Calcium Pantothenate, L-Carnitine, Vitamin A Palmitate, Copper Sulfate, Thiamine Hydrochloride, Riboflavin, Pyridoxine Hydrochloride, Folic Acid, Manganese Sulfate, Phylloquinone, Biotin, Sodium Selenate, Vitamin D3, Vitamin B12, Calcium Phosphate, Potassium Hydroxide, Potassium Iodide, and Nucleotides (Adenosine 5'-Monophosphate, Cytidine 5'-Monophosphate, Disodium Guanosine 5'-Monophosphate, Disodium Uridine 5'-Monophosphate).

**Allergens:** Contains milk and soy ingredients.

### Availability

List Number	Item
65094	Pure Bliss by Similac Powder / 1.99-LB (900-g) can / 4 ct
65096	Pure Bliss by Similac Powder / 12.4-oz (352-g) can / 4 ct
66225	Pure Bliss by Similac Powder / 1.99-LB (900-g) can / 4 ct

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### Nutrition Information - Powder Unflavored

	100 Cal (5.3 fl oz, prepared as directed)		1000 mL (1.1 QT, prepared as directed)	
	Value	%RDI / %DV	Value	%RDI / %DV
Calories	100		643	
Volume, mL	155.5		1000	
Protein, g	2.07		13.31	
Fat, g	5.60		36.01	
Carbohydrate, g	10.7		68.81	
Water, g	141		904	
Linoleic Acid, mg	938		6032	
Vitamin A, IU	300		1929	
Vitamin D, IU	75		482	
Vitamin E, IU	1.5		9.6	
Vitamin K, mcg	8		51.4	
Thiamin (Vitamin B1), mcg	100		643	
Riboflavin (Vitamin B2), mcg	160		1029	
Vitamin B6, mcg	63		405	
Vitamin B12, mcg	0.26		1.67	
Niacin, mcg	1100		7074	
Folic Acid (Folacin), mcg	16		102.9	
Pantothenic Acid, mcg	470		3023	
Biotin, mcg	4.6		29.6	
Vitamin C (Ascorbic Acid), mg	9		57.9	
Choline, mg	24		154.3	
Inositol, mg	4.9		31.5	
Calcium, mg	82		527	
Calcium, mEq	4.1		26.4	
Phosphorus, mg	44		283	
Magnesium, mg	6		38.6	
Iron, mg	1.9		12.22	
Zinc, mg	0.79		5.08	
Manganese, mcg	5		32.2	
Copper, mcg	95		611	
Iodine, mcg	8		51	
Selenium, mcg	2		13	
Sodium, mg	25		161	
Sodium, mEq	1.1		7.1	
Potassium, mg	110		707	
Potassium, mEq	2.8		18	
Chloride, mg	68		437	
Chloride, mEq	1.9		12.2	

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Preparation

Powder

Your baby's health depends on carefully following these directions. Proper hygiene, handling and storage are important when preparing infant formula. Failure to follow these directions could result in severe harm. Ask your baby's doctor if you need to use cooled, boiled water for mixing and if you need to boil (sterilize) bottles, nipples and rings before use.

- 1 Wash your hands, surfaces and utensils.
- 1 Pour desired amount of water into clean bottle (see mixing guide).
- 1 Add 1 unpacked level scoop (8.3 g) to each 2 fl oz of water.
- 1 Return dry scoop to container.
- 1 Cap bottle; shake well; attach nipple.
- 1 Once feeding begins, **use within 1 hour or discard.**

Mixing Guide

Measure water	Add scoop(s) of <i>unpacked level powder</i> using enclosed scoop	Finished bottle (approx)
2 fl oz	1 scoop (8.3 g)	2 fl oz
4 fl oz	2 scoops	4 fl oz
6 fl oz	3 scoops	6 fl oz
8 fl oz	4 scoops	8 fl oz

Storage & Handling

Powder

- 1 Once mixed, store bottles in refrigerator and **feed to baby within 24 hours.**
- 1 Store unopened or opened container at room temperature; avoid extreme temperatures.
- 1 **Use opened can contents within 1 month.**
- 1 Do not reuse container.