



Formula Buying Tips

Buying formula is a significant expense of parenthood. If you are so inclined, here is a little list of ways you might save a bit along the way.



- **Do the math.** We realize that it's not always easy, fun, or feasible, but it can be quite worthwhile to take the time and figure out how much you're paying per ounce. You may be surprised by what you find by comparing prices between brands as well as by comparing types and sizes. Once you've looked at the label and figured out how many total prepared ounces you'll be getting in any given can or container, divide the price by the total number of prepared ounces. Depending on the retailer, the price per ounce may already be calculated and listed for your convenience right next to the total price posted on the display shelf.
- **Stock up.** To do this, you'll first want to make sure that your baby is perfectly content with the formula he's getting. Then take advantage of any sales and coupons you may spot along the way. You'll want to remember to check the expiration date printed on the cans before stocking up. While many will have expiration dates well more than a year, you won't want to get stuck with a bunch of cans whose time will be up before you can use them.
- **Save receipts.** Early on it's more difficult to know for sure that the formula you buy now is going to be the formula you buy forever after (i.e., through the end of the first year). While you're still settling in over the next several weeks, we suggest tucking your receipts--for formula and all your other new-baby purchases--away somewhere for safekeeping and easy retrieval.

Additional Resources:

- How to Save Money on Infant Formula (<https://medlineplus.gov/ency/patientinstructions/000805.htm>) (MelinePlus.gov)
- Frequently Asked Questions About WIC (<https://www.fns.usda.gov/wic/frequently-asked-questions-about-wic>) (USDA.gov)

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