

Title: PC Sensitive Infant Formula VALUE SIZE wound canister	Barcode: 681131045568 / S99S8F1	Version Number: 1
System N°: WAL2103577	Placed UPC: 960 / 5	Date: 25-Oct-21
Project N°: 4821	Barcode Mfg: Bwr: 0.053000 / 0.033000	
CAB/Design N°: CAB2100905	Supplier: PBM Products LLC 464732	
Lead/Previous Ref: WAL1904482	Print Process: Flexo	
Cutter Dimensions: 16.375" x 7.0"	Printer: Gamme Litho Baltimore	
Curr Ref: S99S8F6F1_V1	Color Profile: GRACOL	Final Product: Illustrator
Pack Copy Ref: S99S8F6F1_V1	Substrate: Other	
ProSpec Art id: 35202		



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SUPPLIER: PLEASE NOTE YOU ARE RESPONSIBLE FOR CHECKING EVERY ELEMENT OF THIS ARTWORK AT ROUTING, WHETHER NEW OR EXISTING TO WALMART, AND HOLD FULL RESPONSIBILITY FOR APPROVAL OR NOTATION OF REQUIRED AMENDMENT/S TO THIS ARTWORK IN PSA.

WALMART'S POLICY IS ALL CHANGES HAPPEN IN THE FIRST ROUND OF ROUTING. PLEASE ENSURE THAT YOU THOROUGHLY REVIEW EVERYTHING AND ANNOTATE ALL CHANGES IN ROUND ONE. ROUND TWO IS FOR APPROVAL ONLY.

Per 21 CFR 101.3 (b) & (c), the Statement of Identity "Infant Formula Milk-Based Powder with Iron" MUST appear next to the name of the product (i.e. "Advantage™")

Disclaimer is MANDATORY if "2'-FL" & LNNt" is used on label, it must appear with claim.

DIE LINE NAME: ELK1165 (Metallized Paper - Roll Label)

DIRECTIONS FOR PREPARATION AND USE: Your baby's health depends on carefully following these preparation, use and storage instructions. Failure to follow these instructions could result in severe harm. 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. Ask your baby's doctor about the need to boil or sterilize water for formula and the proper preparation of bottle and feeding utensils.

1. Clean can top before opening. Wash hands, bottle and feeding utensils in hot soapy water prior to preparing formula.
2. Pour desired amount of warm water (approx. 100°F/40°C) into clean bottle. (See Feeding Chart).
3. Add powder to water.
4. Cap bottle and shake well until powder is dissolved. Feed immediately. Discard any remaining formula in bottle after 1 hour from start of feeding.

To Make***	Water	Powder (Use scoop enclosed)
2 fl oz bottle	2 fl oz	1 unpacked level scoop (9g)
4 fl oz bottle	4 fl oz	2 unpacked level scoops (18g)
6 fl oz bottle	6 fl oz	3 unpacked level scoops (27g)
8 fl oz bottle	8 fl oz	4 unpacked level scoops (36g)

***Each scoop adds approx. 0.2 fl oz to prepared formula.

STORAGE: Prepared formula, that has not been used for feeding, should be stored within 2 hours of preparation in the refrigerator at 35-40°F (2-4°C); use within 24 hours. Warm infant formula to room temperature and shake well before feeding. Store cans (opened or unopened) in a dry area at room temperature. Reclose the opened can tightly with plastic cap; use contents within 1 month. DO NOT FREEZE. Avoid any extreme temperatures. **USE BY DATE ON BOTTOM OF CAN.**

WARNING: DO NOT USE MICROWAVE TO PREPARE OR WARM FORMULA. SERIOUS BURNS MAY OCCUR.

Experts agree on the many benefits of breast milk. Infant formula provides complete nutrition and is the only safe alternative to breast milk.

This formula is manufactured in a facility that adheres to the parameters set by the U.S. FDA for safety and quality.

Filled by weight, not by volume. Contents may settle during shipment. Contents yield approximately 241 fl oz of formula.

Spanish Instructions: www.storebrandformula.com/espanol/S99 GLUTEN FREE

50% More^{S99}
***50% More than our Sensitivity Plus™ 22.5 oz

COMPARE TO THE NUTRITION OF SIMILAC PRO-SENSITIVE™

DUAL HMOs
Dual Human Milk Oligosaccharides
2'-FL[†] & LNNt[†]

IMMUNE SUPPORT **BRAIN & EYE DEVELOPMENT**

Parent's CHOICE™

Sensitivity Plus™

Infant Formula Milk-Based Powder With Iron

For Fussiness & Gas When Sensitive
No Artificial Growth Hormones†

No significant difference has been shown between milk derived from rbt-treated and non-rbt-treated cows

DHA, Lutein and Vitamin E
Complete Nutrition

0-12 MONTHS
NET WT 34 OZ (2.12 LB) 964g U D

COMPARE & SAVE!

Nutrients/100 Cal	Parent's Choice Sensitivity Plus™	Similac Pro-Sensitive™
Protein g	1.8-4.5	2.1
Fat g	3.3-6.0	5.4
Carbohydrate g	NS	10.9
Water g	NS	134
Linoleic Acid mg	300	1000

INGREDIENTS: CORN SYRUP, MILK PROTEIN ISOLATE, HIGH OLEIC SAFFLOWER OR SUNFLOWER OIL, SUCROSE, SOY OIL, COCONUT OIL, LESS THAN 2%: MORTIERELLA ALPINA OIL, SCHIZOCHYTRIUM SP. OIL**, 2'-FUCOSYLLACTOSE (2'-FL)[†], LACTO-N-NEOTETRAOSE (LNNt)[†], LUTEIN, CALCIUM PHOSPHATE, POTASSIUM CITRATE, POTASSIUM CHLORIDE, SODIUM CITRATE, MAGNESIUM PHOSPHATE, ASCORBIC ACID, CALCIUM CARBONATE, FERROUS SULFATE, MAGNESIUM CHLORIDE, ASCORBYL PALMITATE, CHOLINE BITARTRATE, TAURINE, INOSITOL, VITAMIN E (d-ALPHA TOCOPHERYL ACETATE), ZINC SULFATE, MIXED TOCOPHEROL CONCENTRATE, L-CARNITINE, NIACIN (NICOTINAMIDE), CALCIUM PANTOTHENATE, VITAMIN A PALMITATE, CUPRIC SULFATE, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, BETA-CAROTENE, FOLIC ACID, MANGANESE SULFATE, FERROUS IODIDE, VITAMIN K (PHYTONADIONE), BIOTIN, SODIUM SELENITE, VITAMIN D (CHOLECALCIFEROL), CYANOCOBALAMIN, POTASSIUM HYDROXIDE, POTASSIUM BICARBONATE, SODIUM CHLORIDE, SODIUM PHOSPHATE, MONOGLYCERIDES, SOY LECITHIN, NUCLEOTIDES (ADENOSINE-5'-MONOPHOSPHATE, CYTIDINE-5'-MONOPHOSPHATE, DISODIUM GUANOSINE-5'-MONOPHOSPHATE, DISODIUM URIDINE-5'-MONOPHOSPHATE), CONTAINS MILK AND SOY.

NUTRIENTS PER 100 CALORIES

PROTEIN g	2.1	BIOTIN mcg	4.4
FAT g	5.4	VITAMIN C (ASCORBIC ACID) mg	.9
CARBOHYDRATE g	10.9	CHOLINE mg	24
WATER g	134	INOSITOL mg	24
LINOLEIC ACID mg	1000	MINERALS:	
VITAMINS:		CALCIUM mg	84
VITAMIN A IU	300	PHOSPHORUS mg	56
VITAMIN D IU	60	MAGNESIUM mg	6
VITAMIN E IU	1.5	IRON mg	.8
VITAMIN K mcg	.8	ZINC mg	.75
THIAMINE (VITAMIN B ₁) mcg	100	MANGANESE mcg	5
RIBOFLAVIN (VITAMIN B ₂) mcg	150	COPPER mcg	.90
VITAMIN B ₆ mcg	60	IODINE mcg	15
VITAMIN B ₁₂ mcg	0.25	SELENIUM mcg	2
NIACIN mcg	1050	SODIUM mg	30
FOLIC ACID (FOLACIN) mcg	15	POTASSIUM mg	107
PANTOTHENIC ACID mcg	450	CHLORIDE mg	65

DISTRIBUTED BY: Walmart Inc., Bentonville, AR 72716

You'll love this Parent's Choice product. In fact, we guarantee it. If you (or your baby) aren't completely happy, please return the product to us and we'll replace it or refund your money.

Your opinion means a lot to us so if you'd like to talk, call us at 1-877-307-2192.

*SOURCES OF PREBIOTIC
†A SOURCE OF ARACHIDONIC ACID (ARA)
**A SOURCE OF DOCOSAHENAIC ACID (DHA)

"Non-GMO" CANNOT be larger than the fanciful name. Disclaimer is MANDATORY if "Non-GMO" is used on label.

Claims are not required. If they are used, they must appear exactly as stated. Bolding is NOT required.

Green-Box indicates Safety Area Around NT WT Statement. Min 3/16" High. NO intervening text or images in Safety Area

Per 21 CFR 101.5
Extra retailer information (ie: websites, slogans, guarantees, etc) MUST be placed UNDER address. ANY extra information/images placed between Nutrients and Address is intervening text and is NOT allowed.
Address MUST be at least 1/16" in height as measured by the lowercase "o".
Qualifier statement (such as Manufactured by and/or distributed by) must appear before name and place of business of manufacturer, packer, or distributor.

H2R TILE:	CONTACT INFORMATION	PRINT COLORS	JOB LOG	NOTES	MASTER TEXT KEY
	Perrigo Graphics Department 852 Peter Jefferson Parkway, Suite 300 Charlotteville, VA 22911 (434) 587-1054	<input type="checkbox"/> WHITE <input type="checkbox"/> PMS XXX <input type="checkbox"/> PMS XXX <input type="checkbox"/> PMS XXX <input type="checkbox"/> PMS XXX	PHASE: 1 DATE: 08-18-21 MFG: mh TYPE: C	LABEL SPEED (MAXIMUM): S99.001 o 8-18-21: Prepped Approved Master S99S8F001 p2 7-15-21. Added H2R tile to arboard. Added Walmart's address, phone number & plograms. Changed reference symbol to ARA to "S" since "S" is in use in the H2R tile.	<input type="checkbox"/> REQUIRED Black Text is Mandatory and may NOT be Changed or Deleted <input type="checkbox"/> CUSTOMER SPECIFIC Cyan Text is Updated <input type="checkbox"/> MARKETING Magenta Text is Optional <input type="checkbox"/> NOTES TO DESIGNER Green Text is Informational <input type="checkbox"/> ALERT Yellow Box Indicates Possible Issue
ICON RECOMMENDATION:	CUT SIZE: 7" x 16.375" PRODUCT TYPE: Infant Formula Powder Can Label (Sensitivity Plus™ Dual HMOs) MANUFACTURER: PBM Nutritionals CUSTOMER: Walmart	GRAPHIC DESIGNER: BT MH DV RM RK MS			DIE LINE KEY ----- Label Cut - - - - - Text Safety Limit Bleed - - - - - Glue Lap ===== Dimensions
	PART NO. S89S8F6F1	<input type="checkbox"/> FLEXO <input type="checkbox"/> DIRECT PRINT <input type="checkbox"/> DIE CUT			
	<input type="checkbox"/> METALLIZED PAPER <input type="checkbox"/> METALLIZED POLY (1-PLY) <input type="checkbox"/> BROWN CORRUGATE <input type="checkbox"/> WHITE BOARD	<input type="checkbox"/> LITHO <input type="checkbox"/> ROTO GRAVURE <input type="checkbox"/> ROLL <input type="checkbox"/> CUT & STACK			
	<input type="checkbox"/> WHITE PAPER <input type="checkbox"/> WHITE POLY (1-PLY) <input type="checkbox"/> WHITE CORRUGATE <input type="checkbox"/> POLY BAG	<input type="checkbox"/> PRESSURE SENSITIVE <input type="checkbox"/> STEEL CAN <input type="checkbox"/> SHRINK FILM			
	<input type="checkbox"/> UV COATING - GLOSS <input type="checkbox"/> UV COATING - SEMI GLOSS <input type="checkbox"/> UV COATING - MATTE <input type="checkbox"/> POLYLAMINATE COATING <input type="checkbox"/> GLOSS VARNISH <input type="checkbox"/> AQUEOUS COATING <input type="checkbox"/> HEAT SEAL COATING				
	SUBMITTED TO RA DATE:	RAQR #1: <input type="checkbox"/> APPROVED <input type="checkbox"/> RETURNED DATE:	RAQR #2: <input type="checkbox"/> APPROVED <input type="checkbox"/> RETURNED DATE:		

WHITE SEPARATION SHOWN AT 40% SCALING

GLOSS VARNISH SEPARATION SHOWN AT 40% SCALING

