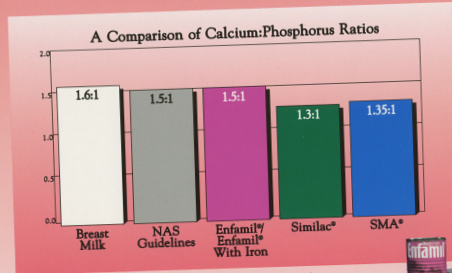




Babies change dramatically in the first year.
But their nutritional foundation should remain the same...

Enfamil®/Enfamil® WITH IRON

A Ca:P ratio that would please Mother Nature.
And the National Academy of Sciences.



The phosphorus and utilization

The 1.5:1 conforms to both breast milk and the National Academy of Sciences.

1. Packard V.S. Human Nutrition, 1962.
2. The National Academy of Sciences, 1974.
3. Gross S.J. et al. J. Pediatr. 1974.
4. Fomon S.J. Infant Nutrition Handbook, 1974.
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Enfamil® Full-Year Infant Formula

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Through a newborn's eyes,
an exciting new world looks positively dull.



A newborn's immature retina is less than one tenth as sensitive to contrast as an adult's.* That's why, to a new baby, the world looks like a faded photograph.

Subtle tones and textures disappear. Even the skin of a mother's face may blend into light-colored walls of the nursery.

Consequently, a newborn pays great attention to contrasty things. Like picture frames or eyeglasses on a face.

And, not surprisingly, newborns will rarely notice those lovingly placed pastel animals decorating nursery walls!

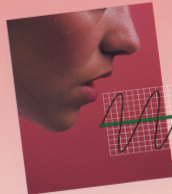
SON

Enfamil® and ProSobee® Full-Year Infant Formulas

* Maurer D, Maurer C: *The World of the Newborn*. New York, Basic Books, Inc, 1988, p 112.



Through a newborn's ears,
a quiet nursery reverberates with sound.



The part of the brain that's responsible for hearing is not yet fully developed in the newborn. In the first weeks of life, babies hear the world as it *actually* sounds—full of echoes bouncing off every hard surface.*

In time, the brain learns to ignore the confusion of reflected sounds, except for long-delayed echoes heard in large auditoriums or other unusual acoustic environments.

But, to the newborn, even the closing of the nursery door reverberates with a sound adults have literally forgotten how to hear!

* Maurer D, Maurer C: *The World of the Newborn*. New York, Basic Books, Inc, 1988, p 136.

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