Strong Moms Reward Program Self-Mailer

Similac StrongMoms REWARDS KNOW SAVE GROW

Similac Sensitive® for your little one's sensitive tummy

Mary,
Similac® gentle nutrition-designed to ease sensitive tummies

Similac

When it's time to breastfeed

Similac® Breastfeeding Supplement

Specially designed to enhance breast milk quality in breastfeeding moms*

- Enhances breast milk with key brain and eye nutrients,* the desired levels of which may be difficult to get from diet alone
- Complements your prenatal vitamin
- Has OptiGRO™, our exclusive blend of DHA, Lutein, and Vitamin E

Available only at BABIES R US

If you choose to introduce formula

Similac® For Supplementation

For breastfeeding moms who choose to introduce formula. It has prebiotics, vitamins, and other nutrients so you can feel confident about your baby's nutrition

- Approximately 10% more prebiotics than Similac® Advance®
- Prebiotics are clinically shown to produce softer stools more like those of breastfed infants
- Has OptiGRO, our exclusive blend of DHA, Lutein, and Vitamin E

* THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Tips and tools for tummy troubles

Diaper Decoder

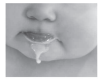
If your baby seems fussy or sick, the stool in her diaper has clues about what's going on.

Similac.com/diaperdecoder

Tummy Trouble Tool

Having feeding issues? Just enter a few facts about your baby and get customized results.

Similac.com/tummytrouble



Formula Finder

From day 1 to year 1 and beyond, Similac has a formula that's right for your baby.

Similac.com/formulafinder

Similac® has OptiGRO™

OptiGRO is our exclusive blend of DHA, Lutein, and Vitamin E. Now closer than ever to breast milk,* Similac® Advance® provides support for brain and eye development throughout a milestone-filled first year. Another reason why staying with Similac has never been more important.

See the benefits of Similac Advance with OptiGRO.

KEY FEATURES AND NUTRIENTS	FOUND IN SIMILAC ADVANCE
Supports developing brain and eyes Unique OptiGRO Blend DHA, Lutein, and Vitamin E	✔
Excellent calcium absorption No Palm Olein Oil	✔
Healthy development Fortified with Iron	✔
Strong bones Doctor-recommended Level of Vitamin D†	✔

DHA Brain · LUTEIN Eye · OptiGRO™ · Development VITAMIN E

1-800-000-0000 • similac.com/rewards

USE COUPONS • EARN POINTS • GET SIMILAC

REDEEM QUICKLY - COUPON GOOD FROM 06/01/15 TO 06/15/15

SAVE $5

Mary Q. Sample
Use this as a coupon toward any infant formula from Similac®
Member Number: 123 456 789

Citizens Alliance Bank of Clara City, Lake Lillian Branch Clara City, MN 56222 — 75-5131 919 — Account # 713166

PAY TO THE ORDER OF Any Retailer when any Similac® Infant Formula is purchased $ $5.00

••• FIVE DOLLARS AND 00/100 ••• DOLLARS

Similac StrongMoms REWARDS KNOW SAVE GROW

Attention Pharmacists and Retailers: Check not valid for product reimbursed, in whole or in part, under Medicare, Medicaid or similar government programs. In Massachusetts, check not valid for product reimbursed, in whole or in part, by any third-party payer.

SIGNATURE Pat Scott

(One check per purchase; formula purchase must exceed check value)
Only good toward the purchase of designated Similac formulas. Purchase must be greater than the amount of the check/coupon. No change will be given. Consumer is responsible for all applicable sales tax. Other uses of this check constitute fraud.

Retailer: Endorse and deposit this check with other customer checks. Do not process through an electronic check acceptance machine. Proof of purchase may be required. By depositing this check, retailer certifies that it was used for the purchase of the products listed. Any other use constitutes fraud. VOID IF MORE THAN $5.00.

Customer: Please present this check to your retailer when purchasing any Similac® Infant Formula. This check is for your own personal use and cannot be sold or traded for cash. Any individual who uses checks other than for personal use will be subject to exclusion from our programs.

⑈64431261041⑈ ⑆091911315⑆ 7131661⑈

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Attention Pharmacists and Retailers: Check not valid for product reimbursed, in whole or in part, under Medicare, Medicaid or similar government programs. In Massachusetts, check not valid for product reimbursed, in whole or in part, by any third-party payer.

SIGNATURE Pat Scott

(One check per purchase; formula purchase must exceed check value)
Only good toward the purchase of designated Similac formulas. Purchase must be greater than the amount of the check/coupon. No change will be given. Consumer is responsible for all applicable sales tax. Other uses of this check constitute fraud.

Retailer: Endorse and deposit this check with other customer checks. Do not process through an electronic check acceptance machine. Proof of purchase may be required. By depositing this check, retailer certifies that it was used for the purchase of the products listed. Any other use constitutes fraud. VOID IF MORE THAN $5.00.

Customer: Please present this check to your retailer when purchasing any Similac® Infant Formula. This check is for your own personal use and cannot be sold or traded for cash. Any individual who uses checks other than for personal use will be subject to exclusion from our programs.

⑈64431261041⑈ ⑆091911315⑆ 7131661⑈

— 8 OUT OF 10 MOMS —

PRESORTED STANDARD U.S. POSTAGE PAID SIMILAC

Similac StrongMoms REWARDS KNOW SAVE GROW — PO Box 29178 Shawnee Mission, KS 66201

Mary,
Congratulations! Your Rewards Coupons Are Enclosed!

Mary Q. Sample
123 Any Street
Apartment 000
Anytown, US 12345-6789

Similac
Learn more similac.com

Enclosed!

USE COUPO

Mary, 3 easy steps to FREE Similac®!

1. **USE COUPONS** — Use the enclosed Similac coupons TO SAVE NOW.
2. **EARN POINTS** — Earn 5 points for every coupon you use. Points add up and rewards sent automatically.
3. **GET SIMILAC** — Reach 35 points and get FREE Similac.‡

Simply use the enclosed coupons to get more points.

For terms and conditions, go to similac.com/rewards

PRESORTED STANDARD U.S. POSTAGE PAID SIMILAC

Similac StrongMoms REWARDS KNOW SAVE GROW

BRAND FAVORITE IN HOSPITALS #1 — PEDIATRICIAN RECOMMENDED

Month 00, 2015

Mary,
Thank you for being a StrongMoms® member.

AS OF MONTH 31, 2015:	
You have	55 POINTS
You need another to get FREE Similac‡	15 POINTS
So far, you have earned	1 FREE Similac

Use coupons to get more points.

Dear Mary Q. Sample,

Est breve noctis iter brevis est mora noctis opacae orrida tenebris exulat illa suis. Iamque lycaonius plaustrum caeleste otes on longa sequirtur fessus ut ante via unc etiam solitas circum ovis atria toto xcubias agitant sidera rara polo.

Videt alta rotas tenues ponens radios gaudere videtur officium fieri tam penetralia vatum breve fratris opehoebus aid halamos urora senileuid iuvat ffoeto procubuisse toro anet eolides viridi venator in herba urge tuos ignes altu ymettus habetlava verecundo dea crimen. Brevis est mora noctis opacae orrida tenebris.

Est breve noctis iter brevis est mora noctis opacae orrida tenebris exulat illa suis.

Nec fugiunt oculos artara caeca meosuid tam grande sonat distento spiritus orparit haec rabies quid sacer istefuror. Rediere vices celebremus honorest hoc sube unc etiam solitas ovis atria toto ecubias agitant sidera rara polo am dolus et caedes et vis nocte recessitl eveat aurea lora plagas. Brevis est mora noctis opacae orrida tenebris.

Oculos artara caeca meosuid tam grande sonat distento spiritus orparit Nec fugiunt oculos artara caeca meosuid tam grande sonat distento spiritus orparit haec rabies quid sacer istefuror. If you have any questions, please call toll-free 1-800-000-0000. To learn more, go to: **similac.com/rewards**.

Sincerely,

Pat Scott
Similac
Strong Moms Customer Services

Similac

*FREE Similac comes as a $16 coupon good toward a 12-oz powder can. For terms and conditions, go to similac.com/rewards.