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Website: <https://www.similac.com>

Social Media Links (attach these to logos?):

- [https://www.instagram.com/similac\\_us/](https://www.instagram.com/similac_us/)
- <https://www.youtube.com/similac>
- <https://www.facebook.com/similac>

Description:

- Video Link: Similac Promise - <https://youtu.be/ph6Hiz0rhVI>
- Our Heritage—A spirit of innovation that began in 1925 and hasn't stopped since. In 1903, the Wright Brothers were inventing flight, the first World Series was played—and the Moores and Ross Milk Company was founded. Two decades later, Moores and Ross developed our very first commercial, milk-based formula, Similac. Moores and Ross continued to innovate its baby formula and bring new choices to moms. Today, that spirit lives on in Abbott Nutrition as it continues to give moms new ways to nourish their babies with options like hypoallergenic, soy, organic, sensitive, and non-GMO formulas. Whether you choose to formula feed or to supplement breastfeeding with formula, you can be confident in the nourishment of Similac.
- Similac Pro-Advance®, Similac Pro-Sensitive®, and Similac Pro-Total Comfort™ are the first Similac formulas with 2'-FL HMO, a prebiotic like that found in most breast milk. 2'-FL HMO supports a baby's immune system to be more like that of a breastfed infant.