



Your New Baby

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Why is DHA important now?

Because 85% of brain growth
is complete by age 3

Breastfeeding:

A step-by-step guide

A how-to guide for infant feeding

Formula feeding & supplementing

Get the facts



Let's fuel the wonder.™



Nutrition for your baby's most precious time

Your baby is showing signs of development every day. Support them with our closest nutrition to breast milk.

Enfamil A+ Premium is the ONLY formula with both an expert-recommended level of DHA* and our exclusive BIOPRO™ blend† including 2'-FL for immune support.

It's the #1 brand recommended by pediatricians‡.



Let's fuel the wonder.™

*DHA supports normal physical brain development
†BIOPRO™ blend of polydextrose, GOS and 2'-FL
‡IQVIA report, 2022 data

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Feeding times are precious opportunities to not only nourish your little one, but also to bond. The decision you make about how to feed your newborn is personal. But whether you decide to breastfeed, formula feed or both, you can be confident that your baby will get good nutrition.



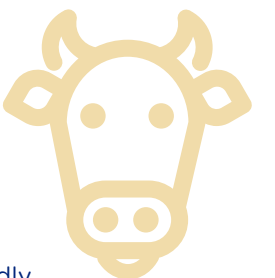
What's inside

4 Why is DHA important now?
Because 85% of brain growth is complete by age 3.

6 Breastfeeding: the basics
A step-by-step guide to nourishing your newborn.
By Sara Morgan

10 Formula feeding & supplementing
An approach more common than you might realize.

22 Your baby's developmental milestones
Your baby's abilities in all areas continue to develop rapidly.



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You'll find promotional offers, tools and resources on [enfamil.ca](https://www.enfamil.ca) such as the interactive Enfamil Feeding Guide. It's all just a **click away!**



Let's fuel the wonder.™

Feeding baby: choices & options

Planning to breastfeed?

Here's some helpful information:

- Breast milk is nature's ideal food for babies. It contains the perfect balance of nutrients and is easily digested.
- Proper positioning or latching is especially important for successful breastfeeding.
- Your breast milk will naturally change to adapt to your baby's evolving nutritional needs.
- Eat foods that are good sources of DHA, a type of Omega-3 fat (see page 4).
- All breastfed babies, even those supplemented with infant formula, should receive a vitamin D supplement daily (see page 9).
- It takes time and practice for you and your baby to learn to breastfeed. Before baby arrives, know where you can get help with breastfeeding.
- Your baby will benefit from any amount of breast milk you are able to give her.

Why is DHA important now?

What is DHA?

DHA is a type of Omega-3 fat that helps nourish your baby's brain.

Why is DHA important?

By age three, your baby's brain growth will be 85% complete. A baby's brain contains Omega-3 fat and most of that fat is DHA, a brain-building* nutrient. His brain will never grow this fast again—that's why DHA is important for your child early in life.

How do babies get DHA?

Your baby gets DHA from the foods you eat while pregnant—as well as from your breast milk if you breastfeed. But the amount of DHA your baby gets depends on how much is in your diet. To increase the amount of DHA your baby gets from your diet, try adding more fatty fish—such as salmon or Atlantic mackerel—or eating foods like DHA-enriched eggs. You might also want to talk to your doctor about a DHA supplement.

Enfamil A+ Premium is the ONLY formula with both an expert-recommended level of DHA* and our exclusive BIOPRO™ blend† including 2'-FL for immune support. It's also our closest formula to breast milk. It's the #1 brand choice of Moms‡.

If you're using formula, consider DHA-enriched nutrition.

DHA is a key building block of your baby's rapidly developing brain—and DHA enriched infant formulas are an easy way to give your baby DHA. In fact, 9 out of 10 doctors who would feed infant formula to their own children would use a DHA-enriched formula. Talk to your doctor about DHA-enriched infant formula. For a list of other questions to ask your doctor at baby's first well visit, go to enfamil.ca/firstdoctorvisit

"If a mother is breastfeeding and chooses to use in addition an infant formula, I would recommend that she chooses an infant formula containing DHA."

Dr. Bruce Holub, University Professor Emeritus and Founder of the DHA/EPA Omega-3 Institute

For more information, visit whydha.ca

*DHA supports normal physical brain development

†BIOPRO™ blend of polydextrose, GOS and 2'-FL

‡IQVIA report, 2022 data



Planning on using formula?

5

things to keep in mind:



1. You're not alone. Breastfeeding is best for babies and is preferred whenever possible. However, if you choose formula, you're not alone. In fact, recent consumer studies show that 9 out of every 10 new mothers use formula at some point during their baby's first year—including as a supplement to breast milk. The truth is, today's infant formulas are closer to breast milk than ever before and contain nutrients your baby needs to grow and thrive.

2. Choose a formula with DHA. DHA is a brain-building* nutrient and an important nutrient in breast milk. A panel of experts recommend† that infant formula contains approximately 0.2%–0.5% of total fatty acids (~7.2–18 mg) of docosahexaenoic acid (DHA) per 100 mL. For more information, visit whydha.ca

3. Stock up on bottles and nipples. Babies can be picky, so buy a few different styles of bottles and nipples and see which ones your baby likes best.

4. Bond while formula feeding. Cuddle, snuggle, and sing to baby just as you would during nursing, and enjoy the love fest. Bonus: Bottle feeding gives Dad, Grandma and even siblings a chance to bond as well.

5. Ensure that grandparents and babysitters know how to prepare a bottle. Preparing formula isn't hard, but you will want to stress the importance of following label instructions. With everyone on the same page, you can rest assured that your baby will get the nutrition she needs.

*DHA supports normal physical brain development

† Koletzko B et al. J Perinat. Med. 2008;36:5-14



What she needs, when she needs it

In the first week or so of baby's life, your breast milk adapts to meet her changing nutritional needs. In the first few days it is a thick, yellowish liquid called colostrum. Colostrum is lower in fat than mature milk but has more protein, plus some vitamins and immunity boosting antibodies that help protect your baby against disease and infection. After 3 or 4 days, you'll begin expressing milky-looking transitional milk, which has less protein than colostrum but more fat and lactose (a sugar). By about day 10, you'll be producing fully mature milk. For the most part, your diet can influence your breast milk composition. For example, the amount of DHA—a type of Omega-3 fat and a key building block of the brain—in your breast milk usually depends on how much DHA is in your diet. To increase the amount of DHA in your breast milk and to help support your baby's rapidly developing brain, you'll want to eat foods such as fatty fish that are rich in DHA. (see page 4).

What to eat when you're breastfeeding

Following Canada's Food Guide is a good step towards meeting your nutritional requirements. (You can find this guide at <https://food-guide.canada.ca/en/>). But when you're breastfeeding, you're burning extra energy (calories) to make breast milk. An extra small snack a day is usually enough to satisfy this increased energy need, for example fruit and yogurt as a snack or an extra slice of toast at breakfast and an extra glass of milk at supper. It is important to derive these extra calories from nutritious sources so that you maintain your healthy milk supply and contribute to your baby's healthy growth.

“When I was nursing, I kept a large glass of fresh water on my bedside table to help me stay hydrated through the sleepy nighttime feedings.”

Breastfeeding: the basics

A step-by-step guide to nourishing your newborn

By Sara Morgan

From the start, I wanted to breastfeed. Everything I read confirmed what I already believed—that breastfeeding is the best way to nourish your baby. But I also learned breastfeeding helps protect your baby from infections—and it's good for you, too. Studies show that nursing Moms return to their pre-pregnancy weight sooner than bottle-feeding Moms. Of course, rational benefits like these weren't all I was thinking about. Again and again friends and family members had told me about the incredible intimacy of breastfeeding. As a Mom-to-be, I longed for that.

Reality check

When my daughter Isabella was born, my early days of breastfeeding were a struggle. Sometimes I was frustrated; sometimes I was in pain. But I persevered, and soon Isabella and I were in a relaxed, enjoyable groove and I nursed for many months. If you've decided to breastfeed, you may be lucky and it will just happen. But if you're like most first-time Moms, you can expect challenges. Here are some tips from experts and seasoned Moms to help you overcome the most common of these.

Starting breastfeeding: what to expect

Shortly, you'll be holding your newborn to your breast and giving him the best possible nutrition. But starting out can be a challenge. For many, breastfeeding takes practice and patience to perfect. “Those first few days were pretty hairy,” remembers Danielle Meadows, a mother of two. “I couldn't get Evan to latch on properly, I couldn't get comfortable, I felt really anxious, and the pain was almost unbearable. But after some time together—and more than a few tears—it got much better and I went on to nurse Evan for nearly six months.”

Checklist to support breastfeeding Moms:

- A nursing pillow (helps reduce neck and back strain)
- Nursing bras (offer easy access and ample support)
- Nursing pads (cushion sensitive nipples and prevent leaks from soaking through)
- A comfortable place to sit (gliders and rocking chairs calm baby)
- Nipple cream (helps soothe and heal cracked nipples)

 To find a lactation consultant, visit the website of La Leche League Canada www.la lecheleaguecanada.ca

There's nothing like it

Breastfeeding is like anything else you've never done before. Just keep at it, don't be afraid to ask for help, stay positive, and remember that practice really does make perfect. Remind yourself that nursing is hard for many new Moms in the beginning, but that soon you'll enjoy the intimacy and bonding. Plus, you can take comfort in knowing that you're giving her the very best nutritional start.

What an appetite!

For the first few weeks, it will feel like all you do is nurse. Your newborn should breastfeed 8 to 12 times a day, for 15 to 45 minutes. This feeding frenzy helps to establish a good milk supply and prepare you for nourishing your baby's early growth spurt; most infants double their birth weight somewhere around 4 to 6 months of age. How do you tell if baby is getting enough? Simple—check her diaper. If she wets 6 to 8 diapers every day after the first week of life, she's eating enough. Steady weight gain is another positive sign. After losing up to 10% of their birth weight in the first week, newborns should start to gain about 25grams a day until they reach 3months.

Easing discomfort

Nursing is wonderful, but it can also be uncomfortable. Around 3 days after giving birth, your milk will "come in" and your breasts will feel full, swollen and sore. How to relieve the pain? Start by nursing more often. If that's not enough, get a pump to take excess milk from your breasts, or take a shower, which can trigger your letdown reflex. To reduce swelling, try ice wrapped in a cloth.



When it just won't work

For some women and some babies, breastfeeding doesn't work. If that includes you or your newborn, don't be hard on yourself, and don't worry. Your baby can get all the nourishment she needs from formula, and feeding time can still be wonderfully intimate.

Getting a grip

How you hold baby can make a big difference to your comfort and milk flow. So what's the best way? The key is to keep your back straight and use pillows to support your arms. Relax your shoulders and bring baby up to your breast. Her shoulders and hips should be at the same level, and she should be looking straight at your breast. Now how to hold baby? One simple option is the cross-cradle hold: support baby on your arm opposite your breast, with baby's behind in the crook of your elbow and her head in your hand. Another is the football hold: tuck baby underneath your arm, like a football, with her head resting in your hand, facing your breast. This hold works well when baby is very small.

Breastfeeding: The benefits for baby and you

Experts such as the Breastfeeding Committee for Canada recommend that babies be breastfed exclusively for the first 6 months, and continue to be breastfed for up to 2 years and beyond along with appropriate solid foods starting at around 6 months.

- As your baby grows, your breast milk changes to match her nutritional needs.
- Your baby will be getting naturally occurring immune protection against illnesses, allergies and infections (ear, chest and stomach).
- You'll benefit from faster recovery after pregnancy and delivery, and possibly a lower risk of breast cancer and diabetes later in life.
- Breastfeeding is the ideal bonding time for you and your baby.
- Breast milk is convenient, fresh and at the right temperature—plus it's environmentally friendly.

Learn more about breastfeeding:
enfamil.ca/breastfeeding

Vitamin D: questions & answers

Q: Why is vitamin D important?

A: Babies need vitamin D for healthy growth and development. It helps them build strong bones and teeth.

Q: If I eat more foods containing vitamin D while I'm breast-feeding, do I still need to give my baby a vitamin D supplement?

A: Yes. Although foods like salmon, margarine and milk are good sources of vitamin D, the levels are not high enough to enrich your breast milk to the level your baby needs.

Q: Isn't sunlight a good source of vitamin D?

A: Vitamin D is produced naturally when skin is exposed to sunlight. Unfortunately, Canada's higher latitude means we may have a reduced ability to get vitamin D from sun exposure for a large part of the year. This is particularly important in more northern regions. Sunscreen and clothing further limit the amount of vitamin D produced.

Q: What are the facts about breast milk and vitamin D?

A: There is no question that breast milk provides the best nutrition for your baby. However, the vitamin D content of breast milk has been shown to be low and may not be high enough to meet your baby's needs. Experts such as the Breastfeeding Committee for Canada recommend that all exclusively and partially breastfed infants or infants receiving breast milk be given a daily vitamin D supplement of 400 IU from birth to two years of age.

Enfamil® D-Vi-Sol® provides the expert recommended 400 IU daily dose of vitamin D.



Easy to use syringe

He's growing so fast.

Support your baby's growth and changing nutritional needs with Enfamil vitamins.



Breastfed: Enfamil® D-Vi-Sol®
Vitamin D at a level (400 IU)
recommended by Health Experts^{1,2}



Starting solid foods: Enfamil® Tri-Vi-Sol™^{1,2}
Contains vitamin D (400 IU)
PLUS vitamins A, C



Toddler: Enfamil® Poly-Vi-Sol™^{1,2}
Contains vitamin D (400 IU) PLUS
Vitamins A, C, Thiamine (B1),
Riboflavin (B2), Niacinamide (B3)

¹ Ask your baby's doctor if Tri-Vi-Sol or Poly-Vi-Sol is right for him.

² First Nations, Inuit and Metis Health Committee and The Canadian Pediatric Society. Vitamin D Supplementation: Recommendations for Canadian Mothers and Infants. *Pediat Child Health* 2007 (reaffirmed Oct 2010); 12(7):583-9.

³ Institute of Medicine. Dietary Reference Intakes for calcium and vitamin D. November 2010.



Formula Feeding & Supplementing

Get the facts

When it comes to breastfeeding vs. formula feeding, don't get hung up on that middle word versus. There's a third option that can work surprisingly well: feeding your baby breast milk and formula. This combination feeding, or supplementing, approach is more common than you might realize.

If you plan to introduce formula, either as a supplement to breast milk or exclusively, you're not alone. Recent consumer studies show that 9 out of 10 new mothers use formula at some point during their baby's first year. They do it for many reasons, including to supplement, to share feeding duties and to make the transition back to work.

Concerned about nutrition? Thanks to decades of research and scientific advancements, today's infant formulas are closer to breast milk than ever before and contain the nutrients your baby needs to grow and thrive.

"I used Enfamil A+ for my first child when my breast milk stopped producing. It was a saving grace. I now have a second child who just turned a month old and is on the same formula. I absolutely love the formula."

— A Mom from Okotoks, Alberta

How to introduce a bottle

Most Moms find formula feeding easy—but introducing a bottle may take some trial and error.

Here are 5 ways to make it easier:

- **Make it gradual.** Start by giving one bottle a day and gradually build up. Another way to supplement is to let your baby nurse first and then finish off with formula.
- **Time it right.** Try offering a bottle when your baby is hungry but not famished, so he's less likely to fuss. In most cases, the optimal time to start supplementing is after the first month so your milk supply is well-established.
- **Let Dad or Grandma offer the first bottle.** This can work better because your baby may associate you with strictly breast milk at first.
- **Start out with breast milk in the bottle.** This cuts down on the number of new experiences baby has all at once. Plus, the familiar taste may help him to accept the bottle faster—and once he befriends it, adding formula won't seem like a big deal.
- **Use a bottle nipple that resembles your baby's pacifier.** Putting some breast milk on the nipple is another way to encourage him to accept the bottle. Once he tastes the breast milk, he may start sucking to get more.

Become a mix master

Making formula isn't hard. Just follow the directions on the label, consider these important tips, and in no time you'll be an expert.

But remember—accuracy matters. Too much or too little water and your baby won't get the right mix of nutrients.

Bottle basics every Mom needs

- Follow label directions carefully
- Always use formula before the expiry date
- Wash your hands and your work area
- Boil clean bottles, nipples, caps and utensils in water for 2 minutes
- For healthy term babies less than 4 months old, boil the water you use to make formula for 2 minutes
- If you need to warm bottles, put them in a pot of hot (but not boiling) water but don't submerge the nipple
- NEVER microwave a bottle—you could seriously burn your baby
- If there's any formula left in a bottle, throw it out within 1 hour of starting the feeding

Please note: Proper hygiene, preparation, dilution, use and storage are important when preparing infant formula. Powdered infant formula is 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. Failure to follow these instructions could result in severe harm to your baby.

Storing prepared formula

Prepared bottles of formula (from liquid, concentrate or powder) should be refrigerated and used according to the table.

| Instructions | |
|---------------------------------------|--|
| Refrigerated bottles (2-4°C, 35-40°F) | <ul style="list-style-type: none"> • Formula made from powder Good for 24 hours. • Ready to feed liquid formula or formula made from concentrate. Good for 48 hours. |
| Bottles at room temperature | <ul style="list-style-type: none"> • All forms of formula. Good for 2 hours. • If bottle is warmed, good for 1 hour. |

Is your baby getting enough to eat?

Generally, formula fed babies eat every 3-4 hours during their first weeks, while breastfed babies eat every 2-3 hours.

Proper weight gain is the truest test of whether or not your baby is eating enough. Here's another test—count his wet diapers. If you get six or more per day, and your baby is happy between feedings, he's likely getting plenty to eat. Don't try to force him to continue feeding when he's not hungry.

Formula feeding. How much? How often?

If you are exclusively formula feeding, here's a guide to how much and how often you should feed your baby. But remember, these are just averages—your baby's appetite is always the best guide.

| Age | Bottles per day | Approximate amount of formula per day |
|---------------|-----------------|---------------------------------------|
| Birth-1 month | 6-10 | 410-770 mL (14-26 fl oz) |
| 1 month | 6-8 | 500-860 mL (17-29 fl oz) |
| 2 months | 5-7 | 650-1030 mL (22-35 fl oz) |
| 3 months | 5-7 | 710-1150 mL (24-39 fl oz) |
| 4 months | 5-7 | 590-1090 mL (20-37 fl oz) |
| 5 months | 5-7 | 650-1150 mL (22-39 fl oz) |

Use our formula calculator on your mobile device enfamil.ca/calculator

#1 ENFAMIL A+®
#1 FORMULA CHOSEN BY
PEDIATRIC HOSPITALS

Tummy troubles? You're not alone.



Help your baby feel calm and comfortable by choosing the Enfamil A+® formulas designed for common feeding issues.

Enfamil A+ Gentlease® is tummy friendly and easy to digest.* It contains a reduced level of lactose† and a protein blend patterned after breast milk‡ that has been partially broken down. In fact, **95% of Moms who switched to Enfamil A+ Gentlease said their babies' tummy discomfort was resolved**§.

Enfamil A+® for feeding babies who frequently Spit Up# has rice starch that becomes thicker in a baby's stomach—and it's **clinically proven to reduce frequent spit up**.

Is poop time a hard time? Try Enfamil A+® Serenity™ Designed to **promote soft stools**.

These formulas can help you and your baby feel comfortable during feeding time and after. And like all Enfamil A+ formulas, they both have brain-nourishing DHA.

* Similar to all infant formulas.

† ~1/5 of the lactose of a full-lactose, routine, milk-based formula.

‡ Based on whey:casein ratio of typical, mature breast milk (15 days - 6 months after birth) prior to partial hydrolysis.

§ Based on a survey of Moms with babies experiencing tummy discomfort using routine formula.

For babies who spit up more than 5 times per day.



Nourishing milestones at every stage.™

enfamil.ca/tummytroubles
We're here for you at 1 800 361-6323

Breastfeeding is best for babies.
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Feeding problems: how to handle them

Feeding time can be an amazing experience you share with your baby, but it can also have its share of challenges. Concerns like fussiness, gas or frequent spit-up are common whether you're breastfeeding or formula-feeding, especially during your baby's first 3 or 4 months when his digestive system is still developing.

More often than not, there is nothing to be overly worried about. Here are some tips that might help ease your baby's common feeding challenges, but please talk to your baby's doctor if you have concerns.

A guide for dealing with common feeding time challenges including fussiness, spitting-up and colic

"[Enfamil A+] Gentlease has been a blessing for us! Within days of starting Enfamil A+ Gentlease, my daughter was a different baby—happy! Thank you for such a great product."

— A Mom from Ottawa, Ontario





Fussiness and gas

What causes it? Your baby may be fussy or gassy as his digestive system is still developing. Or he may be swallowing large amounts of air when he feeds or cries; if this air is not burped back up, it can become trapped in your baby's digestive tract, making him really uncomfortable.

Signs to look for. Your baby's stomach looks bloated or is hard to the touch. Or he pulls up his legs (or locks them out straight), clenches his fists and passes gas.

What can you do? Here's how to help ease your baby's fussiness and gas:

- Burp him to expel air from his tummy.
- Give him smaller and more frequent feedings.
- Make feedings as calm and relaxed as possible.
- If your baby is swallowing air during feeding, make sure the nipple isn't clogged; if it's not, he may be ready for a faster-flow nipple.
- Check how you're holding the bottle during feeding. Always tip it downward into your baby's mouth at a 45° angle with the nipple full of milk, not air.

Switching formulas

If your baby's doctor suggests changing to another formula, here's how to make the transition:

- You don't have to introduce the new formula gradually by either alternating or combining it with the old formula—you can switch over to the new formula right away.
- Mixing formulas is not recommended, because if your baby does not do well on a feeding, you won't be able to tell which formula or ingredient is causing the problem. Also, the formulas may not mix well.
- Make sure you give your baby enough time to try the new formula, usually 3 to 5 days. Some babies will adjust right away. Others may have slight changes in stool pattern, gas, and/or spitting up until they become accustomed to the new formula. If you have questions or concerns, check with your baby's doctor.

Frequent spit-up

What causes it? A tiny stomach and still-maturing digestive system that lets stomach contents back up during or shortly after feedings.

Signs to look for. The spitting up of one or two mouthfuls of breast milk or formula. Larger spit-ups can occur after overfeeding. Normal spitting up usually does not cause any crying.

What can you do? Spitting up is very common. A little is harmless, but if you feel it is causing your baby some discomfort, you can try these tips:

- Keep your baby in an upright position for 20 to 30 minutes after feeding.
- Burp her frequently—about every five minutes throughout feeding time. This will keep air from building up in her digestive tract.

- Avoid activity after feeding that might keep food from settling in her stomach.
- Check the flow of her bottle. It should be coming out one drop at a time, not in a steady stream. You can adjust the tightness of the bottle-top screw ring, or change to a slower flow nipple.
- Reduce pacifier time. Your baby might be swallowing too much air.
- Calm your baby down before feeding. If she is frantic, stressed or rushed, it may contribute to spitting up.
- Give smaller feedings more often to reduce the chances of spit-up.
- If you are concerned, talk to your baby's doctor.

Food allergies

What is it? About 6% of infants below the age of 3 have a food allergy. A food allergy is a hypersensitivity of the body's immune system to the protein found in the offending food. This then manifests as an allergic reaction in different parts of the body. The most common food allergens in young children are cow's milk protein, tree nuts, peanut, egg, soy, wheat, fish and shellfish.

Signs to look for. Signs of an allergy can include hives, wheezing, vomiting, diarrhea, eczema, and blood or mucus in the stools.

What can you do? Food allergies can be serious, so discuss any concerns you have with your baby's doctor.





When it comes to cow's milk allergy, that smile of fast relief can last. **Nutramigen® A+® with LGG® is clinically proven to settle colic symptoms† often within 48 hours.‡1,2 And it may also provide future benefits#4.**

Talk to your doctor about how Nutramigen A+ with LGG may end cow's milk allergy for good. And how it may end it sooner.⁵³ When cow's milk allergy is a thing of the past, the simple pleasure of a cup of milk is something your child can enjoy every day. Including those feel-good smiles.

† Clinically proven to settle colic symptoms often within 48 hours.

‡ Due to cow's milk protein allergy.

§ Studied before the addition of LGG culture, DHA and ARA.

Helps more babies overcome cow's milk protein allergy and return to consuming regular milk proteins in as fast as 6 months of feeding compared to Nutramigen A+ without LGG.

53 Published study showing fewer incidences of asthma, rhinoconjunctivitis, urticaria, and eczema at 3 years compared to Nutramigen A+ without LGG. Feeding began at 4 months of age or older in the study.

1. Lothe L, et al. Pediatrics. 1989; 83: 262-266.

2. Lothe L, et al. Pediatrics. 1982; 70: 7-10.

3. Canani RB et al. J Pediatrics 2013; 163: 771-777.

4. Canani RB et al. J Allergy Clin Immunol 2017; 193(6): 1906-1913.

LGG is a registered trademark of Chr. Hansen A/S.



Colic concerns

What is it? All newborn babies cry—it's how babies communicate. But some newborns cry louder and longer than others and are much more difficult to soothe. If this is true of your baby, you're not alone. Many infants suffer from colic, a pattern of excessive and prolonged crying with no known cause. Colic is generally defined by the rule of 3: your baby cries uncontrollably at least 3 hours a day, 3 days a week, for 3 weeks or more.

Signs to look for. If your baby has colic, she may pull her legs up to her belly, arch her back, stiffen her limbs, pass gas, and have a tense, bloated belly. These symptoms—punctuated by inconsolable crying—typically start a few weeks after birth, peak around week six, and mercifully go away on their own by month three or four.

What can you do? Having a baby who is constantly in tears is enough to make any parent cry, too. Here are some techniques that might help soothe your baby:

- Swaddle him, especially if he's a newborn. The feeling resembles the tight embrace he felt in the womb.

- Calm him with a white noise machine or the sound of a vacuum cleaner.
- Walk with him in your arms while patting or rubbing his back.
- Soothe him with the motion of a vibrating chair or infant swing.

Should I talk to my baby's doctor? Your baby's doctor can diagnose colic. More importantly, she can rule out a more serious condition. For example, colic can be a sign of cow's milk protein allergy, especially if your baby has other symptoms like diarrhea, vomiting, or a skin rash.

To prepare for your doctor visit, keep track of when your baby's symptoms occur, list what he's eating plus any medications he's taking, and make a list of questions you have for the doctor.

Got a question? Get expert help for common baby feeding issues. Call our care team at 1 800 361-6323 or chat with an Enfamil expert at enfamil.ca/solutions.

Go to enfamil.ca/babyallergy



Visit enfamil.ca/allergy
Feeding questions? We're here for you at 1 800 361-6323

Breastfeeding is best for babies.
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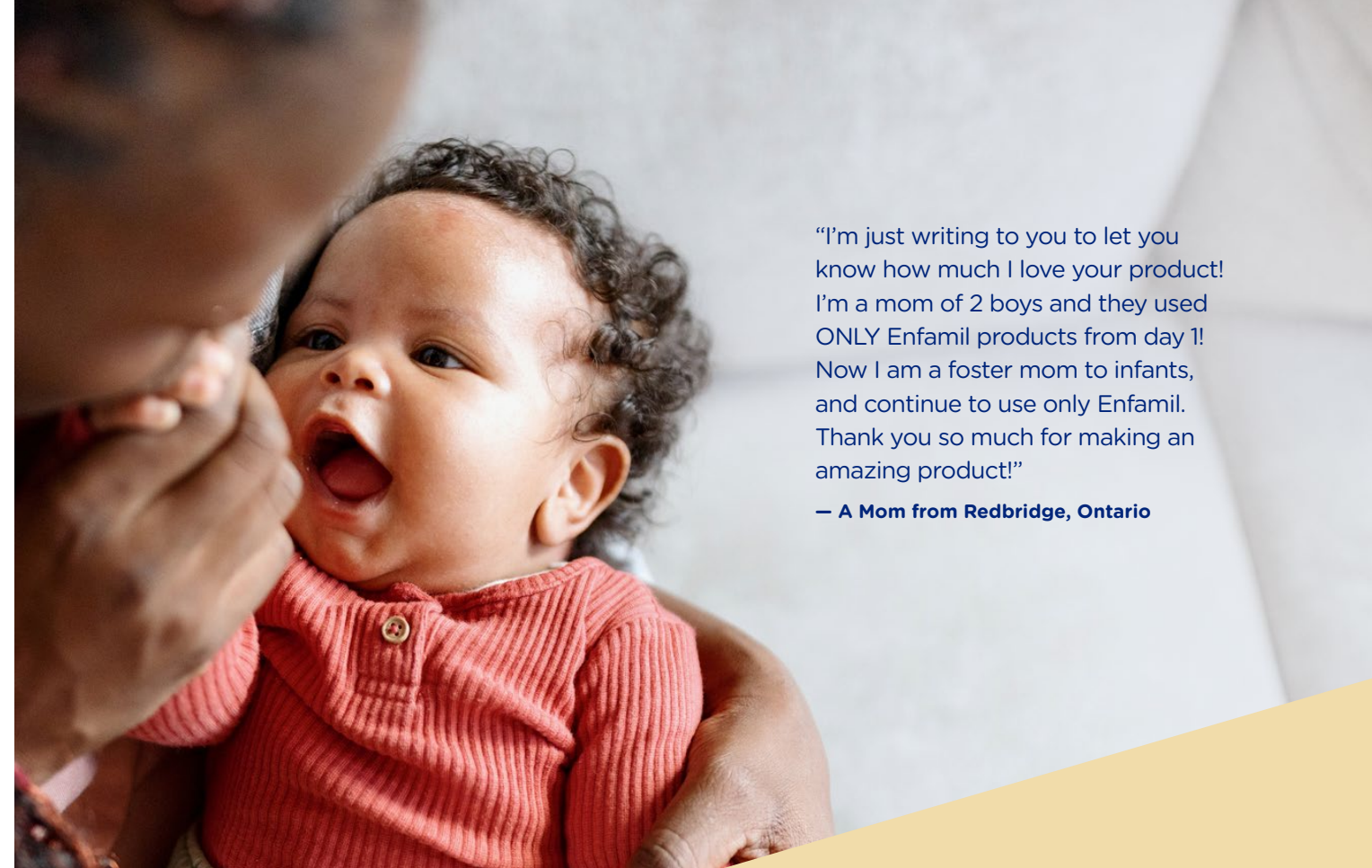
10 tried-and-true fuss busters

Chase away the crankies with these soothing solutions:

- 1 Walk around the house with baby in a front carrier. She'll find the motion and body-to-body contact calming.
- 2 Give her a pacifier to suck on. Ask any Mom; they work wonders!
- 3 Hand him to someone else for a few minutes. Having a new face to stare at can be so intriguing that he'll forget what she was crying about.
- 4 Run the vacuum cleaner. Babies find white noise comforting because it reminds them of the sounds they heard in the womb.
- 5 Try swaddling your child the way the nurses did at the hospital. It may look confining to you, but babies love it because it recreates the womb and keeps their arms and legs from flailing.
- 6 Hold your baby and sway or dance to calming music.
- 7 Put your baby in his stroller and take a walk around the neighbourhood. The steady motion of the ride may lull her to sleep.
- 8 3 words: vibrating bouncy seat.
- 9 2 words: warm bath.
- 10 1 word: lullaby.

"I make shushing noises in her ear while rocking her gently. Essentially, I try to make the environment the way it was when she was still inside of me."

— Shannon, mother of two



"I'm just writing to you to let you know how much I love your product! I'm a mom of 2 boys and they used ONLY Enfamil products from day 1! Now I am a foster mom to infants, and continue to use only Enfamil. Thank you so much for making an amazing product!"

— A Mom from Redbridge, Ontario

Making the simple pleasures even simpler

Hold her close. Feel her warmth. These are the simple pleasures you can enjoy at feeding time. Discover how easy it can be with Enfamil A+ Ready to Feed formulas, now in Nipple-Ready bottles. Ready whenever your baby needs it, no mixing, no measuring. Just add nipple.*

Enfamil A+ Premium

Our closest formula to breast milk ever

- **Enfamil A+ Premium Nursette® Bottles**
59 mL
For newborns.
- **Enfamil A+ Premium Ready to Feed**
237 mL
For babies
0 - 12 months.



Enfamil A+ Gentlease®

A tummy friendly option

- **Enfamil A+ Gentlease Ready to Feed**
237 mL
For babies with common feeding issues.



* Nipples sold separately
Breastfeeding is best for babies

Why choose Enfamil A+®

Helping nourish your baby is what we do

Few things in life compare to bringing baby home, holding him close, and the intimacy of feeding time. We understand just how important and fulfilling these moments are. And while we recognize that breast milk is the nutrition standard for infants, we know that sometimes a mother needs other ways to nourish her child. That's why we've always dedicated our efforts to developing safe, high-quality, innovative products that help nourish children—from birth through toddlerhood.

We come very highly recommended

When it comes to choosing formula for babies, there's nothing like a recommendation from a trusted source. Did you know Enfamil A+ is the #1 formula brand recommended by pediatricians, and the #1 infant formula chosen by pediatric hospitals? Most important of all, Enfamil A+ is also the #1 choice of Moms like you.

Our formulas contain DHA for rapidly growing brains

Did you know that your baby's brain growth will be 85% complete by age three? That's why DHA is so important for your child early in life. A baby's brain contains Omega-3 fat and most of that fat is DHA, a brain nourishing nutrient. Enfamil A+ formulas contain DHA, and 9 out of 10 doctors agree that DHA-enriched nutrition is a practical way to support normal brain development in children under the age of 3.

Talk to your doctor about DHA-enriched infant formula. For a list of other questions to ask your doctor at baby's first well visit enfamil.ca/firstdoctorvisit

Get the scoop on your baby's poop

If you find yourself spending a lot of time inspecting your baby's diaper, you're not alone. Many parents worry about the colour, consistency and/or frequency of their baby's poops (stools). Your baby's stools will change as he develops—and they may even change from one day to the next. They can vary depending on how old he is, whether he's breastfed or bottle fed, and whether he's started solids. Here are answers to common questions about baby stools.

What will my newborn's stools be like?

During the first 2 or 3 days after birth, your baby will pass meconium. Meconium is dark greenish-black and very sticky, almost like tar. This is a sign that your baby's bowels are working normally.

What will my baby's stools be like if I'm breastfeeding?

A breastfed baby's stools can range in colour from a greenish-brown to bright or mustard yellow. The stools may seem grainy or curdled and loose in texture.

What stools should I expect my baby to have if I am formula feeding?

Formula fed babies generally tend to have firmer stools than breastfed babies. However, babies fed a formula with a fibre blend of galactooligosaccharides (GOS) and polydextrose may have softer stools than babies fed a formula without GOS and polydextrose, from pale yellow to yellowish-brown.



What do I do if my baby has diarrhea?

If he has more bowel movements than usual, and his stools are less formed and more watery, your baby might have diarrhea. He may have other symptoms, such as fever, loss of appetite, nausea, vomiting, stomach pains, cramps, and blood and/or mucus in his bowel movements. It can quickly lead to dehydration and might be a sign of an infection, so call your baby's doctor if you think your baby may have diarrhea.

What do I do if my baby is constipated?

It is normal for some babies to poop more often than others. However, if your baby has bowel movements less often and his stools are hard and dry and difficult to pass, he could be constipated. To help relieve his discomfort, gently rub his tummy and then press his legs into his tummy and gently rotate them as if he were riding a bicycle. If you think your baby is constipated, or if you have any concerns about your baby's stools, talk to your baby's doctor.



Get the facts on normal frequency, colour, consistency and more.

[enfamil.ca/stools](https://www.enfamil.ca/stools)



Learning language starts at birth

Did you know that being able to distinguish between different syllables is a crucial step in language development? In his first months of life, your child will learn to distinguish between sounds that matter in his native language and those that do not.

Recent studies have shown that there are emotional and cognitive benefits to simply talking to your baby.

The characteristic half-speaking, half-singing tone parents instinctively adopt when speaking to babies encourages an emotional bond with their infant. In fact, this way of communicating attracts baby's attention and helps him understand emotional communication while, at the same time, encouraging language development. Plus, it seems that infants who listen to their parents speaking to them usually learn words more quickly than other children.

That's why child development experts recommend talking to your baby as often as possible throughout the day. Here are a few tips you can use to stimulate your child's language learning.

Be sure to respond to your child as soon as he makes a sound.

For example, repeat the sound that you heard, then add on a few more words. (Hello! Ga-ga-ga... is my little sweetheart ready for his bottle?)

Use simple and descriptive language.

Short phrases and basic vocabulary can help a lot with memorization. This way, you'll help him enrich his vocabulary even before he learns to speak.

Use the same word consistently to describe an object.

To help your child learn about his universe, avoid using different words to describe the same thing. For example, always call a cat a cat instead of saying kitten, pussycat, kitty, etc.

Reward his first attempts to produce sounds.

Celebrate his efforts with smiles and cuddles—it's the best way to encourage him to continue.

Give him time to respond.

Long before your child can speak, he will already have started to understand the rules of conversation such as I speak, you speak, I answer. Say something using just a few words, then watch for your baby's reaction. This way, you will give him a chance to converse with you.

Sing him nursery rhymes.

Song lyrics are real treasure chests of vocabulary. What's more, you'll be surprised to what extent nursery rhymes and children's songs respect the natural rhythm and musicality of baby talk.

Look at picture books with your baby.

Point out and name objects and colours on the page. And don't hesitate to pick up some touch-and-feel books that are safe for newborns or toddlers. By manipulating them and putting them in his mouth, baby will amuse himself and discover the pleasures of books and reading early on.

Plus, the earlier you encourage your baby to recognize sounds and words, the more you support his cognitive development!

Your baby developmental milestones

In his first couple of months, your baby is becoming more responsive to his world. He's not quite ready to laugh, but he'll light up when you pick him up for a fun game of peek-a-boo. He'll even hold your gaze. As he moves into months 3 and 4, he'll start to explore by stretching his arms and legs—putting him on the path to a greater understanding of the world around him. And you'll see more of his personality starting to shine through.

Make sure he has the stimulation and good nutrition, including brain-building* DHA, he needs to help him reach his milestones. The nutrients in a well-balanced diet (whether you're breastfeeding, formula feeding or both) are especially important in the first stages of life.

Look for these milestones

| | Cognitive | Motor | Communication | Social |
|------------|---|--|---|---|
| Newborn | <ul style="list-style-type: none"> • He prefers to look at high-contrast patterns and bright colours. • Can focus on objects 9-12 inches away. | <ul style="list-style-type: none"> • On tummy, he can lift his head for a few seconds. • Can grasp your finger tightly. | <ul style="list-style-type: none"> • May respond to your voice. • Recognizes your body scent and voice intonation patterns. | <ul style="list-style-type: none"> • Will look to you for comfort. • Will stop crying when picked up. |
| 2-3 months | <ul style="list-style-type: none"> • Habituation to familiar noises: is able to 'tune out' the surrounding environment. • Has a basic understanding of how one event can lead to another (when he sees a bottle, he knows it is time to eat). | <ul style="list-style-type: none"> • May be able to hold his head up for a few minutes when propped sitting up. • Strength is increasing. | <ul style="list-style-type: none"> • Coos, especially around familiar people. • May use a variety of sounds and gestures. | <ul style="list-style-type: none"> • Smiles socially and in response to your smile. • Becomes more alert and social. • May demonstrate emotions such as fascination and boredom. |
| 4-5 months | <ul style="list-style-type: none"> • Can focus on an object several feet away. • Has a longer attention span. | <ul style="list-style-type: none"> • Uses hands to explore body; may grab feet when lying on back. • May be able to roll over or rock back and forth on his stomach. | <ul style="list-style-type: none"> • First laugh. • May start making consonant sounds like "b", "n" and "m". | <ul style="list-style-type: none"> • Watches faces closely; makes and maintains eye contact. • Begins to decipher emotions from your tone of voice and expressions. |

*DHA supports normal physical brain development

Stimulating developmental milestones

As well as ensuring your baby gets the right nutrition, you're also important in stimulating his developmental growth. Below are some activities you can try with your little one. Each helps to stimulate cognitive, motor, communication or social milestones. It's a great way for you to bond while having fun.

- Newborn**
 - Hang a mobile with simple patterns over your baby's crib to encourage **cognitive** development as he learns to focus.
 - Place baby on his stomach during playtime to help him learn motor development as he lifts his head, strengthening his neck muscles.
 - Stimulate his **cognitive** development with interactive activities, such as imitating him. When he's quiet and alert, watch to see what he does, then mimic him.
- 2-3 months**
 - Encourage **cognitive** development with interactive play such as putting on a puppet show: pop a stuffed animal or puppet out from behind your back or the side of the crib. Soon, he may start looking for it.
 - To encourage **communication** milestones, talk to your baby often and point out familiar objects to help him to understand the associations.
 - Play when your baby is alert and ready. Hold him in an upright position on your lap while supporting his head so that you can "talk" face to face.
- 4-5 months**
 - Further encourage social development by showing your baby his reflection in a mirror, since he likely already has an interest in faces and watching others.
 - Give your baby plenty of time on his stomach to help **motor** milestones as he kicks, plays and learns to roll over.
 - Stimulate his **cognitive** development with interactive activities, such as engaging in fun games to make him laugh. Make faces, tickle him—anything to prompt a positive reaction.



5 tips for getting out

- 1 Start small.** Take baby to the grocery store, mall, or park for an hour or so. Leave home right after a feeding so you've got a happy baby.
- 2 Be prepared.** If you're breastfeeding, wear a shirt that's simple to lift and a nursing bra that opens easily. If you are uncomfortable breastfeeding in public, bring a blanket. If you're formula feeding, pack extra of whatever format you use so you're prepared for an unexpected delay.
- 3 Consider convenience.** If you're formula feeding, you've got options. With Enfamil A+ Nursette® Bottles, just add a nipple and you're ready to feed your newborn. For slightly older babies, Enfamil A+ Ready to Feed Bottles let you pour only as much as you need into your baby's bottle, no mixing required.
- 4 Keep it clean.** Before feeding your baby, wash your hands or use a sanitizing gel. If you're formula feeding with powder or liquid concentrate, bring sterile water from home so you don't have to use water from a drinking fountain or bathroom sink.
- 5 Try a longer trip.** If you're driving, leave close to naptime so your baby can sleep en route and be alert and refreshed when you arrive at your destination.

Options to fit your needs

EnfamilA+ Premium is formulated for your baby and the different options are designed to fit your life, from convenient **ready to feed bottles to Canada's only refill system—our reusable tub and Eco-smart® refill box.**

Feeding time is bonding time

These early moments, your baby's first months, are precious. It's a time to build a special bond that will last a lifetime—for both of you.

Hold her close. Feel her warmth. See her grow and change every day. These are the simple pleasures you and your loved ones can enjoy sharing the feeding experience.

Every time you rock her, look into her eyes, take her tiny hand in yours, sing softly or soothe her while you give her the nutrition she needs, you are building trust. And the bond goes both ways. Skin-to-skin contact when feeding by breast or bottle can boost intimacy even more.

It is a wonderful time of discovery. And, when you're ready, it can also be an amazing time to go out and explore the world together.

"I am very thankful for EnfamilA+ convenient 'nipple ready' formula. It played an important role in helping my 2-day old daughter to regain her strength."

— A Mom from Canada



Ready to feed for newborns—Nipple-ready Nursette® Bottles

Designed to simplify formula feeding or supplementing your newborn right from his first days. Just add an Enfamil nipple. Also available in a value size 24-pack.



Ready to feed for older babies Nipple-ready Bottles

Discover how easy it can be with Enfamil A+ Premium Ready-to-Feed formula. Ready whenever your baby needs it, just add nipple*. No Mixing, no measuring. Also available in a value size 18-pack.



Reusable tub and Eco-smart® refills

Canada's first and only formula tub and refill system. Just mix the right amounts of water and powder as indicated on the label.

Watch our Enfamil convenient format videos enfamil.ca/formats

*Our refill boxes are 100% recyclable and have 40% less packaging per gram of product vs. our 663 g tub.



Nourish your baby's amazing development

Enfamil A+ Premium is specially designed to nourish and support baby's amazing development in this precious time when it matters most.

It's our closest nutrition to breast milk ever, with a combination of an expert-recommended level of brain-building DHA* and our exclusive BIOPRO™ blend† including 2'-FL for immune support.

*DHA supports normal physical brain development
 †BIOPRO™ blend of polydextrose, GOS and 2'-FL



Mastering the art of sleep

Some babies sleep well at night from the start, but others can take several months or longer to settle in. Here are some of the milestones you can expect.

Birth to 3 weeks

She'll sleep between 12 and 20 hours every day, day or night, and wake every 2-3 hours for meals.

Month 1

Some babies are more inclined to be awake during the day and sleep at night than others. The important thing is that she gets the rest she needs for brain development.

If you feed or change her at night, do it quickly and quietly with the lights low. Rock her back to sleep or pat her gently. Quiet music is good too.

Month 2

Her sleep style is probably established by now, for better or worse. Try to create schedules that work for both of you.

Month 4

She may be staying up for longer stretches now, and sleeping longer too. She should nap several times during the day and may need a late-night feeding.

Coping with less sleep

Until your baby gets the hang of sleeping through the night, you may need to adjust your own sleep habits. Here are some tips that may help:

- **Nap whenever possible.** Try to nap when your baby naps—the household chores can wait. Try to have someone sit with the baby (and other children) while you get some rest.
- **Limit visitors.** Sometimes entertaining visitors can be exhausting. Be selective about who visits and when.
- **Be healthy.** Cut down on caffeine and try some light exercise (like going for a walk).
- **Have a feeding ready.** Keep a supply of expressed breast milk or formula ready so someone else can feed the baby while you get some much-needed rest.

When extra care is needed

Tummy friendly option



Enfamil A+ Gentlelease®

Designed to be easy to digest†. It contains a reduced level of lactose‡ and a protein blend patterned after breast milk§ that has been partially broken down.

Other feeding solutions



Enfamil A+® for frequently Spit-Up*
 Clinically proven to reduce frequent spit-up.



Enfamil A+® Soy
 A formula designed for babies who need a milk-free, soy-based formula for health or cultural reasons.



Enfamil A+® Lactose Free
 A lactose-free milk-base infant formula for babies sensitive to lactose.



Nutramigen® A+ with LGG®
 A hypoallergenic formula for infants with cow's milk protein allergy, including colicky babies¶.



Enfamil A+® Serenity™
 Designed to promote soft stools.

Find out why Moms choose and trust formula for their babies.

* Data on file.
 † Similar to all infant formulas.
 ‡ ~1/5 of the lactose of a full-lactose, routine, milk-based formula.
 § Based on whey:casein ratio of typical, mature breast milk (15 days - 6 months after birth) prior to partial hydrolysis.
 # For babies who spit up more than 5 times per day.
 ¶ Due to cow's milk protein allergy.
 LGG is a registered trademark of Chr. Hansen A/S

Let's fuel the wonder.™



Watch and Learn

Enfamil amazing milestones™ video channel

Join host Tara, an expecting Mom, as she talks to doctors, other expecting Moms and a range of experts about the best ways to nourish your baby's milestones.

enfamil.ca/video



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