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Connecting our
values, identity and
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Pediatric nutritionals enjoy generations of growth

A special commitment to a special customer earns trust worldwide for Abbott brands

New parents demand nothing less than excellent nutrition when it comes to the most precious people in their lives – their children. It says a lot when a company has fulfilled this promise with each succeeding generation of the families it serves.

Abbott's nutrition business reached and stays at the top of the industry by continuously innovating to meet the needs of each new generation of babies and the parents they become. The Ross Products Division (acquired in 1964) is responsible for the U.S. market, while Abbott Nutrition International is responsible for global manufacturing and marketing of pediatric nutritionals in 76 countries.

SCIENCE AND MARKETING INNOVATION

Abbott's changing formulas reflect ongoing discoveries about breast milk and what's best for infants. Over the years this has resulted in the addition of new ingredients, including iron and fatty acids for brain and visual development, as well as nucleotides to support the immune system. *Similac Advance* is an example of such improvement. Clinical studies show that babies fed that formula have excellent cognitive and immune system development. Additionally, they have greater calcium absorption and bone density compared to babies fed competitors' formulas.

"There are two areas of focus that have made our business successful," says Gary McCullough, senior vice president of Ross Products. "We have consistently had strong science and we have worked to form an emotional bond with parents."

Direct-to-consumer marketing is an important part of our strategy to reach new parents right from the start. The Welcome Addition Club – www.welcomeaddition.com – offers pregnancy and parenting advice. Members receive information on nutrition, baby care and formulas, as well as samples, coupons, and other special offers.

"Results of our scientific studies are a big part of the message we give mothers, pediatricians and hospitals, and that sets us apart from the competition," says Racquel Harris Mason, division vice president, Infant



Nutrition. Investments in R&D, and providing information and help to health care professionals and new parents, help to build enduring relationships and a business that will last.

ADAPTING TO A WORLDWIDE MARKET










"We're sensitive to cultural and parenting differences globally," explains Matt Fisher, vice president, Abbott Nutrition International. Lack of prepared baby foods, poor-quality cow milk in some countries, and societies where extended families play key roles in raising infants have led to growing acceptance of formulas for children over one year of age. As a result, Abbott has responded to consumer demands to create formulas that meet the changing nutritional needs of children up to age 10.

Currently, the biggest focus for the international markets is Asia, where Abbott saw 20 percent growth last year in pediatric nutritionals. In the last 18 months, 75 percent of Abbott's pediatric products there are new to the market or significant reformulations.

But no matter where you are in the world, some things are universal, like the smiles of happy, well-fed babies – our ultimate satisfied customers. Just like them, our healthy growth in this business means being true to our values while we adapt to change, and continue to learn and improve.

Abbott's pediatric nutritionals

Abbott's Pediatric Nutritional business has endured thanks to continuous investments in the future to keep providing better products for children and their parents. This chart summarizes the products we offer.

Alimentum Advance		Formula for infants with food allergies or colic due to protein sensitivity.
Formance/Mama's Best/Similac Mom		Maternal supplement scientifically designed for pregnant and breast feeding mothers to provide increased daily nutrition.
Gain Advance		A nutritional supplement for children 6 months to 1 year old during the transition to solid foods. <i>Gain Advance</i> is also available with the enhanced mental and visual developments of the Eye-Q system.
Gain Plus Advance Growing Up Milk		Nutritional choice for children 1 year to 3 years old. The Eye-Q system is also available with <i>Gain Plus Advance</i> .
Grow Advance Preschool Milk		Growth-focused nutritional supplements for children 3 years old and beyond, delivering more than 30 essential nutrients. <i>Grow Advance</i> is also available with the Eye-Q system of nutrients.
Isomil Brand		A broad line of soy-based formulas for infants and toddlers with common feeding problems.
Pedialyte		Oral electrolyte maintenance solution to help prevent dehydration by quickly replacing fluids and electrolytes lost during diarrhea and vomiting. Also available as <i>Pedialyte Freezer Pops</i> and <i>Pedialyte Singles</i> .
PediaSure		Complete, balanced nutritional formula in a variety of flavors for children ages 1 to 10 years. Available with fiber, as an oral supplement, and in a tube-feeding formulation.
Similac Brand		A complete line of next-generation infant and toddler formulas that offer a patented blend of nucleotides to help support immune system development. The line also includes highly specialized products to meet the unique needs of premature and low-birth-weight babies, including <i>Similac Human Milk Fortifier</i> , <i>Similac Special Care</i> and <i>Similac NeoSure</i> .