

# How to make the formula with Meiji Baby Dry Milk

Breast milk is the most nutritious food for babies. Meiji Hohoemi can be safely used by babies who are not receiving a sufficient amount of breast milk.

## Hygienic

Wash the hands thoroughly before making the milk. Wash and sterilize the equipment before use.

## Accurate

Use the attached spoon to measure the right amount of powdered formula.

## Safe

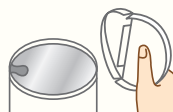
Make the formula as needed; do not feed the baby leftover milk.

### ① How to open the lid

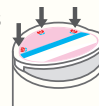
1. Pull the tab to remove.



2. Remove the aluminum seal after detaching the lid and take out the spoon.



3. Press the three points as marked to put the lid right.



### ② Measure formula

After sterilizing the feeding bottle, measure the right amount of powdered formula with the attached spoon and put the formula into the fully dried bottle.

A level spoonful of Meiji Hohoemi (approx. 2.7g) makes **20ml** of milk.

A level spoonful of Meiji Step (approx. 5.6g) makes **40ml** of milk.

Level spoonful



Meiji Step can be served in mug cups, depending on the age of the child. The product can be used as an ingredient for cooking.

### ③ Add hot boiled water to dissolve the formula

Add 2/3 of the cooled hot water (from above 70 degrees centigrade for Hohoemi to approx. 50 degrees centigrade for Meiji Step).

To prevent the formula from spilling, cover with the nipple and the cap and shake in a circular motion until fully dissolved.

Add more of the boiled water that was cooled (the final 1/3 of the amount heated in the previous step) to the bottle. (The bottom of the formula bubbles and froth must come to the scale mark.)

! Feeding bottles can get hot, so be careful to avoid the risk of burns. Do not make the formula near children. The bottom of the formula bubbles (froth) must come to the scale mark.



\*The Ministry of Health, Labour and Welfare recommends using hot water above 70 degrees centigrade to dissolve the Meiji Hohoemi formula according to the guidelines for making, preserving, and handling milk formula for babies.

### ④ Cool the formula and be sure to check the temperature

Add the nipple, shake the bottle gently, and dip the whole bottle into water to cool the formula to body temperature. Place a few drops of the formula on the inner side of your forearm. If the drop feels warm, then it is the right temperature.

The most appropriate temperature is around 40°C, which you will perceive as warm.

! Be sure to cool the formula to body temperature before feeding the baby.



### ⑤ Feed the baby the formula

Make eye contact and show affection while feeding your baby. Burp the infant after feeding.



### ! Precautions For Use

#### Those who use peptide milk

- If you currently use an allergen-free formula or peptide milk, please consult a physician before using Easy Cube.
- According to the baby's constitution and health, consult a physician, chemist, midwife, health instructor, nurse, national registered dietician, or nutritionist before using Easy Cube.

#### For powdered formula

- Remove and clean the spoon and store in another container.
- Put the lid on tightly when storing in order to prevent foreign matter from entering the container.
- Do not expose the powdered formula to moisture, heat sources, or direct sunlight. Do not store the powder in a refrigerator or freezer.
- Use both hands to carry the container.
- Finish within one month after opening the container.



Breast milk is the most nutritious food for babies. Meiji Hohoemi can be safely used by babies who are not receiving a sufficient amount of breast milk.

For expectant mothers preparing for childbirth

For mothers who make milk every day

Even for mothers who want to breastfeed their babies as much as possible

For fathers who want to help with childcare

Dry milk to support your baby's growth

# 明治 ほほえみ®

# 明治 ステップ®

from **newborn**  
to around **1 year old**



from **1 year old**  
to **3 years old**



Meiji's unique  
**Breast Milk Science**

**DHA** 100mg<sup>\*1</sup>  
**Arachidonic acid(ARA)** 67mg<sup>\*1</sup>

By performing studies on the growth of 200,000 babies and breast milk from 4,000 mothers, Meiji aims to help all babies grow, even those raised on breast milk.



**100%**<sup>\*2,4</sup>  
**supported nutrition**

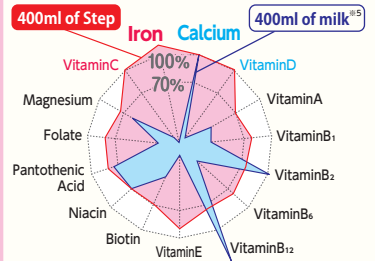
**Iron + Vitamin C**  
(Increases the absorption of iron)

**Calcium + Vitamin D**  
(Increases the absorption of calcium)

**70%**<sup>\*2,4</sup>  
**supported nutrition**

**Eleven vitamins and minerals**  
Niacin, Pantothenic Acid, Biotin, Vitamin A, Vitamin B<sub>1</sub>, Vitamin B<sub>2</sub>, Vitamin B<sub>6</sub>, Vitamin B<sub>12</sub>, Vitamin E, Folate, Magnesium

● Comparison of nutrient adequacy between Meiji Step and whole milk



Percentages of the recommended amount and adequate intake (for infants between 12 and 36 months) based on the Dietary Reference Intakes for Japanese (2015)

\*1 Inclusive per 100g \*2 According to our own research \*3 Amount of the component equivalent to breast milk

\*4 This portion is the recommended amount (for infants between 12 months and 36 months) set in the Dietary Reference Intakes for Japanese (2015). (When consuming 400 ml of Meiji Step per day)

\*5 Whole milk based on the Standard Tables of Food Composition in Japan - 2015 (Seventh Revised Edition)

Our cubic type formula is also recommended.

Easy to make every day, 365 days a year

**One cube** makes **40ml** of formula

The cube shape is convenient so that anyone can easily make the formula.

Make the formula without measuring and leveling. Also, there is no spilling.

Individually packaged cubes are easy to store.

The formula is convenient when you ask someone to take care of your baby and when you go out.



Easily count the number of cubes that you put in the bottle!

明治 ほほえみ  
5'sキューブ®



27g(5tabs) × 16pouches

明治 ステップ®  
5'sキューブ®



28g(5tabs) × 16pouches