

TODDLER MILKS: Sugary Drinks in Disguise

What are Toddler Milks?

Toddler milks are typically produced by infant formula companies and marketed for children (12-36 months) as the next step after infant formula. These drinks primarily consist of:

Powdered milk



Added sugar
(such as corn syrup solids)



Vegetable oil



Giving your child these sweet milks can backfire:

Children – especially picky eaters – need to learn to like the taste of plain milk and water.

Toddler milks also have more sodium and less protein than plain milk and can cost four times as much! Research shows that providing sugary drinks to toddlers likely increases their preference for sweet beverages and may cause them to dislike unsweetened drinks.

Toddler Milk Marketing is Misleading. WHY?

Formula companies aggressively market toddler milks to parents of young children in deceptive ways:

Doesn't my toddler need these drinks?



Claims on packages promise a lot of benefits and make it seem as if your child is missing something that only toddler milks can provide.

Don't be fooled!



NO! These claims are **not supported by science**. They are just **marketing hype**. Child health experts, including the American Academy of Pediatrics, do not recommend serving these drinks to young children.

KEEP IT SIMPLE, KEEP IT REAL
Water and Plain Milk: The Only Drinks Toddlers Need*

For more information on Healthy Drinks for Toddlers, visit:
<https://uconnruddcenter.org/healthydrinksfortoddlers/>



*The American Academy of Pediatrics also recommends continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant.