

FAQs

Get your questions on MySimilac Rewards or your Rewards balance answered.

1. Does Similac have a Rewards app that can be downloaded?

While there is not an app to download from the app store at this time, you can save MySimilac Rewards to your home screen! You will see an icon like your other apps. Just tap that icon to easily access your Rewards dashboard and coupons. Scanning the MySimilac QR code on select products is another way to access mobile experience. See instructions below for iPhone and Android users.

2. How can MySimilac Rewards be added to iPhone's home screen?

Watch the video or go to Similac.com (in Safari) on your iPhone and follow these steps:

- Tap the Share button at the bottom of your phone screen
- Select Add to Home Screen
- Tap Add

Directions apply to Safari only.

3. How can MySimilac Rewards be added to Android's home screen?

Watch the video or go to Similac.com (in Chrome) on your Android and follow these steps:

- Tap the Menu icon in the upper-right corner of your phone
- Select Add to Home Screen
- Tap Install/Create shortcut

Directions apply to Chrome only.

4. How to earn points?

You'll earn 5 points when you use a MySimilac Rewards coupon and 1 point when you scan the MySimilac QR code on select formula products. Look for other opportunities to earn points in communications from Similac, like emails.

5. How to get Similac coupons?

If you have chosen digital savings, you can access your coupons in your MySimilac Rewards account—on a computer or mobile device. If you have not enrolled in digital savings, your coupons will arrive in the mail; some may arrive inside Similac's welcome kit and others in a MySimilac Rewards envelope.

The best part is when you use your Similac coupons, you'll be sent more! The more you redeem, the more savings you'll get!

6. Where can the Similac Coupons and Rewards be used?

You can use your Similac coupons and Rewards at participating retailers, in stores or online. Paper coupons should be used at checkout like other paper coupons. Digital coupons can usually be scanned in stores or you can enter a code online.[‡]

7. Has the name of Similac Rewards been changed from Similac StrongMoms?

Yes, recently the name of Similac's Rewards program was changed from Similac Rewards to MySimilac Rewards. You may have also seen it referred to as Similac StrongMoms Rewards. The recent changes have been made to be more inclusive of all the caregivers in a baby's life. The Rewards program and the new MySimilac Quality Check have been combined, where you can see batch quality and safety information for the Similac product you have.