



TEXAS WIC PROGRAM
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Infant Formula Update

This notification is an update to earlier Vendor Flashes dated January 8th and February 14th, 2014, related to Infant Formulas authorized by the Texas WIC Program.

The earlier news bulletins informed vendors that Similac Sensitive (4/1/14), Similac Total Comfort (6/1/14), and Similac for Spit Up (6/1/14) formulas would no longer be routinely authorized by the Texas WIC Program on the date shown adjacent to each item.

Update: Although the dates shown for reducing the routine issuance of these formulas to clients remains as originally published, some changes have been made. Infants must try Similac Advance for some period before receiving any other formula, and each of the formulas mentioned above may again be available to Texas WIC clients with a doctor's prescription.

How does this change affect your WIC infant formula sales? For the month of April 2014, sales of Similac Sensitive for WIC will still be extremely low.

- Of the approximate 66,000 WIC infants that normally would have had this formula authorized, a much smaller number will have been issued Sensitive. Because of the transition, some clients may have inadvertently been issued a formula that now requires medical documentation. These formulas will not scan as authorized. Please direct these clients back to their WIC clinics for assistance.
- Some clients will receive Similac Sensitive correctly by doctor's prescription after the infant has tried Similac Advance so they can successfully shop for the formula. Specifically, for infants issued Similac Sensitive via prescription, the formula will be loaded on their EBT card with a different food sub-category. You do not need to worry about the mechanics of this change as the EBT system will handle it automatically and the items will successfully scan. Note: We are unable to project how many of the 66,000 infants taken off of Similac Sensitive will ultimately have it re-authorized via prescription but we believe the number will be relatively low since most of the infants should be able to successfully tolerate Similac Advance.
- If the formula scans successfully, the client can redeem it.

Finally, the February 14, 2014, Vendor Flash notified vendors that Good Start Soothe powder in the 12.4 ounce cans/cases would begin being issued to WIC infants as an alternative to Similac Sensitive infant formula effective April 1st. Although Good Start Soothe will be available by prescription effective April 1, 2014, you will likely not see the higher number of sales of this product as was originally projected. Clinics will instead offer Similac Total Comfort until June 1st without medical documentation. So, you may see an increase in the sales of Similac Total Comfort through the month of May.

The spike in WIC infant formula sales you will experience in April 2014 will be for Similac Advance since all 66,000 infants taken off of Similac Sensitive will be issued and initially buying Similac Advance.

We sincerely appreciate your assistance in this transition period. If you have any questions, please call 1-800-252-9629.