



Memorandum

#10-033

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 26, 2010

SUBJECT: Abbott Nutrition Formula Changes Spring 2010

Abbott Nutrition, maker of Similac brand formulas has announced several changes to their product line. Limited quantities of color handouts for staff use only will be sent to local agency administrative offices. An electronic copy is also attached to this memo. These handouts may be used as a reference tool for certifying authorities and to show to participants. Please do not post these flyers in the clinic or hand them out. Other materials will be developed for that purpose. The changes are summarized as follows:

Similac Advance EarlyShield – new labels for all forms

- Powder can size change from 12.9oz to 12.4oz beginning in mid-May 2010
- New labels for concentrate and ready to use beginning in June 2010
- UPC's will remain the same
- New reconstituted amount will be 90 fluid ounces per powder can

Similac Sensitive – new labels for all forms

- Powder can size change from 12.9oz to 12.6 oz beginning in mid-May 2010
- New labels for concentrate and ready to use beginning in September 2010
- Addition of the pre-biotic GOS (galacto-oligosaccharides) and carotenoids
- UPC's will remain the same
- New reconstituted amount will be 90 fluid ounces per powder can

Isomil Advance – new labels for all forms

- New name: Similac Sensitive Isomil Soy
- Powder can size change from 12.9oz to 12.4oz beginning in May 2010
- New labels for concentrate and ready to use beginning in June 2010
- Addition of the pre-biotic FOS (fructooligosaccharide) and carotenoids
- UPC's will remain the same
- New reconstituted amount will be 90 fluid ounces per powder can

Similac Sensitive RS – new label (including new color) for both forms

- New name: Similac Sensitive for Spit Up
- Powder can size change from 12.9oz to 12.3oz beginning in May 2010
- New label for ready to use beginning in June 2010
- UPC's will remain the same
- New reconstituted ounces will be 90 fluid ounces per powder can

Similac Alimentum – new label for both forms

- New name: Similac Expert Care Alimentum
- Same can sizes (16oz powder and 32 oz ready to use)
- New labels beginning in July 2010
- UPC's will remain the same

Similac Neosure – new label for both forms

- New name: Similac Expert Care Neosure
- Powder can size change from 12.8oz to 13.1oz
- New labels for both forms beginning August 2010
- UPC's will remain the same
- Reconstituted ounces will be 87 fluid ounces per powder can

Please note that the Expert Care line pictured at the bottom of the attached product reference guide shows changes to these labels and/or can sizes also. These formulas are exempt and are **not** part of our infant formula rebate contract. They are **not** preferred over any other brand when requested due to medical necessity.

Summary of Issues for Clinic Staff

- 1) Inform participants using these formulas that can sizes will change and can labels will look different. They may purchase either can size at the store while both are available.
- 2) Later this year, new codes will be created for the new powder can sizes. More instructions will be provided at that time.
- 3) Shopping list print outs will not change now.
- 4) Formula quantities will remain the same for all ages and categories.
- 5) Participant flyers and instructions are being developed and will be sent to local agencies later this spring.
- 6) Similac Sensitive and Isomil Advance will no longer be available without prebiotics once the can size transition is complete.

A conference call is planned for May 2010. The dates and times are as follows:

Monday, May 3 10:00AM – 11:30AM

Tuesday, May 11 12:00PM – 1:30PM

Monday, May 17 10:00AM – 11:30AM

Tuesday, May 25 12:00PM – 1:30PM

More information will be sent out soon. If you have questions or require additional information, please contact Cathy Plyler at (512) 341-4577 or via email at Cathy.plyler@dshs.state.tx.us, or Maricela Montoya at (512) 341-4578 or via email at Maricela.montoya@dshs.state.tx.us.

Attachment

YOUR SIMILAC® PRODUCT REFERENCE GUIDE

Distinct Color-Coded Segments – Easier-to-Understand Labels – Benefit-Orientated Product Names

Advance—complete nutrition for the 1st year

Similac® Advance®



Size	Formulation Change	New Size	Appearing at Retail
12.4 oz powder (90-fl-oz)		✓	May
32-fl-oz RTF			June
13-fl-oz CL			June
8-fl-oz RTF			June

Sensitive—for babies with fussiness, gas & spit up

Similac Sensitive®



Size	Formulation Change	New Size	Appearing at Retail
12.6 oz powder (90-fl-oz)	✓	✓	May
32-fl-oz RTF	✓		September
13-fl-oz CL	✓		September
8-fl-oz RTF	✓		September

Similac® Isomil® Advance® → Similac Sensitive Isomil Soy™



Size	Formulation Change	New Size	Appearing at Retail
12.4 oz powder (90-fl-oz)	✓	✓	May
32-fl-oz RTF	✓		June
13-fl-oz CL	✓		June
8-fl-oz RTF	✓		June

Similac Sensitive® R.S. → Similac Sensitive for Spit-Up™



Size	Formulation Change	New Size	Appearing at Retail
12.3 oz powder (90-fl-oz)		✓	May
32-fl-oz RTF			June

Expert Care—for babies needing extra TLC

Similac® Alimentum® → Similac Expert Care™ Alimentum®



Size	Formulation Change	New Size	Appearing at Retail
16 oz powder			July
32-fl-oz RTF			July
8-fl-oz RTF			July

Similac® NeoSure® → Similac Expert Care™ NeoSure®



Size	Formulation Change	New Size	Appearing at Retail
13.1 oz powder (87-fl-oz)		✓	August
32-fl-oz RTF			August

Similac® Isomil® DF → Similac Expert Care™ for Diarrhea



Size	Formulation Change	New Size	Appearing at Retail
32-fl-oz RTF			July
8-fl-oz RTF			July