



Memorandum

#10-034

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: Mead Johnson Formula Changes Spring 2010

Product Label Changes

Mead Johnson has recently announced several product label changes that will occur over the next few months. Attached is a flyer illustrating the new product labels. These handouts may be used as a reference tool for certifying authorities and to show to individual participants. Please do not post these flyers in the clinic or hand them out. The changes are described below.

First, a duck character will replace the Peter Rabbit TM bunny on the front panel for all forms of several products. The products include: Enfamil Premium, Gentlease, Enfamil AR, Enfagrow Premium Next Step, Enfagrow Soy Next Step and ProSobee.

Second, the word LIPIL will no longer appear on the label of all of the above except Enfamil Premium and ProSobee. LIPIL will continue to appear on Enfamil Premium and ProSobee for a period of time.

Enfagrow Gentlease Next Step is illustrated but is not authorized by Texas WIC at this time.

In summary:

- These changes should not impact the participant's ability to shop.
- UPC's, formula codes and reconstituted ounces remain the same.
- Inform participants receiving these formulas that they still contain the fatty acids DHA/ARA even though the word LIPIL does not appear on the label.
- Shopping lists will not change until after this transition from old to new labels has been completed (several months).

Enfamil LIPIIL to be Discontinued, and Enfamil Premium Added

Mead Johnson has also announced that Enfamil LIPIIL will be discontinued in all forms (12.9 oz powder, 13 oz concentrate, and 32 oz ready to use) effective August 1, 2010. Product will stop shipping on July 31, 2010. Please note that some vendors may stop ordering Enfamil LIPIIL prior to this time.

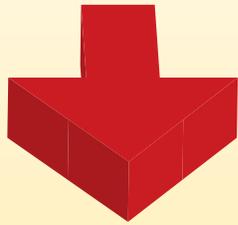
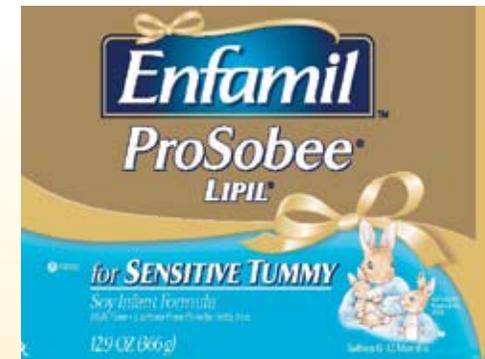
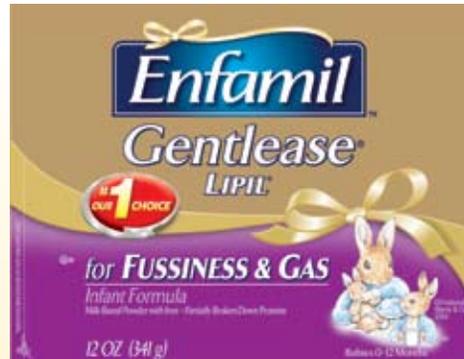
Enfamil Premium LIPIIL has recently been added to the clinic formula pick list and may be approved and issued now. Please inform participants that they should discuss the use of Enfamil Premium with their health care provider instead of Enfamil LIPIIL when this brand is medically necessary.

If you have any questions or require additional information, please contact Cathy Plyler, Clinical Nutrition Specialist, at (512) 341-4577, or cathy.plyler@dshs.state.tx.us, or Maricela Montoya, Clinical Nutrition Specialist, at (512) 341-4578, or maricelapmontoya@dshs.state.tx.us

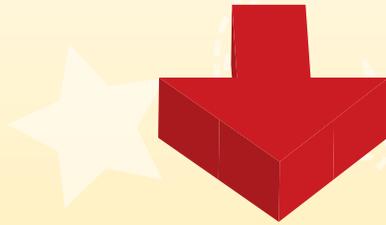
Attachment

Mead Johnson 2010 Label Changes

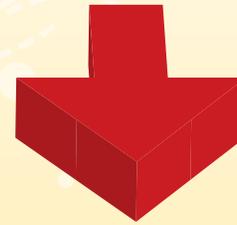
Current Labels



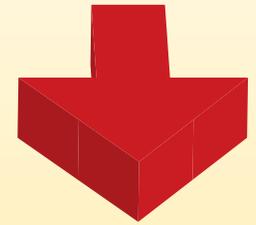
April



April



April



May/June



Mead Johnson 2010 Label Changes

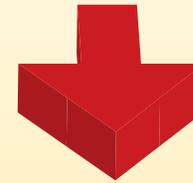
Current Labels



April



April



April



For illustrative purposes only. Final labels, when available, can be obtained upon request.