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**#15-021**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Amanda Hovis, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** February 5, 2015

**SUBJECT:** Similac Label Change 2015

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Abbott Nutrition has informed us that 2 of their Similac products will undergo minor label modifications in 2015. The changes are as follows:

Similac Sensitive – The label will now have a “Stage 1” printed on the 12 oz powder and 32 oz ready-to-use containers. This indicates that the product is intended for use by infants from birth to 12 months of age. There will be no changes in UPC, price, reconstituted ounces, item numbers or formulations. This label change will begin to appear in late January 2015 as current inventory is depleted.

Similac Total Comfort – The description on the label will change from “For Discomfort Due to Persistent Feeding Issues” to “Easy-to-Digest – Gentle protein and prebiotics.” There will be no changes to UPC, price, reconstituted ounces, item numbers or formulations. This label change will begin to appear in March 2015 as current inventory is depleted.

This information is provided for staff if they receive questions about the appearance of these formula labels. No action is needed by WIC staff.

If you have any questions or require additional information, please contact Sandra Brown, Food/Formula Specialist, Nutrition Education/Clinic Services Unit, at 512-341-4576, or [Sandra.brown@dshs.state.tx.us](mailto:Sandra.brown@dshs.state.tx.us), or Pat Koym, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at 512-341-4578 or [Patricia.koym@dshs.state.tx.us](mailto:Patricia.koym@dshs.state.tx.us)