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#16-017

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

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

**DATE:** February 19, 2016

**SUBJECT:** Abbott Product Changes 2016

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### **New Labels:**

Selected Abbott formulas are experiencing new graphic designs on their formula can labels. The new labels began to come into stores December, 2015 and will continue through April, 2016. Product names, UPCs, prices, reconstituted ounces and formulation will remain the same. The affected formulas are: Similac Advance, Similac Sensitive, Similac for Spit-Up, Similac Total Comfort, Similac Isomil Soy, Similac Neosure, Similac for Diarrhea and Similac Alimentum Ready-To-Use.

### **Non-GMO (Non-Genetically Modified) Infant Formula:**

In addition, staff and participants may notice that a non-GMO line of formula options is now available in stores. This includes Similac Advance, Similac Sensitive and Go and Grow. The non-GMO options have the same ingredients as their comparable formula and are nutritionally the same; they just have different sources for some of their ingredients.

The non-GMO 2 ounce bottle versions of Similac Advance and Similac Sensitive are being provided to patients in the hospital and are being distributed in discharge bags and as pediatric office samples. The labels will state that the products are non-GMO and 19 calories per ounce.

**The non-GMO line of formulas is not authorized by Texas WIC and will not be available for WIC participants even with a medical request.**

### **Similac Alimentum Powder Can Size Change:**

Beginning in April and continuing through the summer 2016, Alimentum powder will change can sizes from 16 ounces to 12.1 ounces. The new can will yield 87 reconstituted ounces and will have new UPCs. This change will require the creation of a new formula code and will change the number of cans allowed each month. The state agency plans to add the new code during a clinic formula table update scheduled for April, 2016. Instructions for issuance will be provided closer to that time.

If you have any questions, 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)