

TEXAS WIC PROGRAM
Department of State Health Services
Food Issuance and Redemption Services Unit - MC 4554
P.O. Box 149347
Austin, TX 78714-9347
(512) 341-4425 1-800-252-9629 (Texas Only)

February 16, 2009

Name Changes for Infant Formulas

During the next few months, the names of several infant formulas are being changed by their manufacturers. **The can sizes and UPC codes for these products are not changing.** The formulas are:

Current Formula Name	New Formula Name
Similac Advance	Similac Advance EarlyShield
*	Similac Sensitive RS
Good Start DHA & ARA	Good Start Gentle Plus
Good Start 2	Good Start Gentle Plus 2
Good Start Natural Cultures	Good Start Protect Plus
Good Start 2 Natural Cultures	Good Start Protect Plus 2
Good Start Soy	Good Start Soy Plus
Good Start 2 Soy	Good Start Soy Plus 2

* Begins shipping April 6, 2009

As existing supplies of the current name formulas are exhausted, they will be replaced by formulas using the new names. If you receive a paper voucher or WIC EBT card authorizing Similac Advance 12.9 oz powder or 13 oz concentrate, you can issue the corresponding 12.9 oz powder or 13 oz concentrate of Similac Advance Early Shield – it's the same formula.

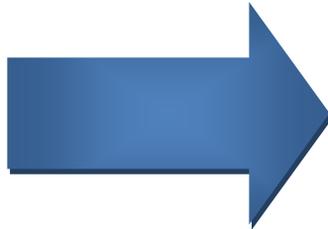
If you have any questions, contact the WIC Vendor Help Line at:

1-800-252-9629

Similac Advance to Similac Advance EarlyShield WIC Conversion



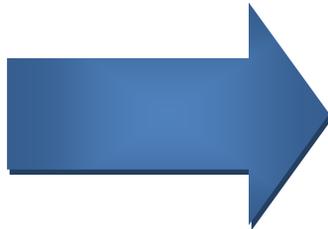
Similac Advance 12.9 oz powder
0-70074-55958-2



Similac Advance EarlyShield 12.9 oz powder
0-70074-55958-2



Similac Advance
13 fl oz concentrate
0-70074-56974-1



Similac Advance EarlyShield
13 fl oz concentrate
0-70074-56974-1

Also shipping April 6, 2009:



Similac Sensitive R.S. 12.9 oz powder (0-70074-50960-0)

NEW look

Introducing a new look and new names for NESTLÉ® GOOD START® formulas, highlighting their unique benefits to help parents choose easily



GOOD START®
DHA & ARA



IS
NOW



GOOD START®
Gentle PLUS™



GOOD START® 2
DHA & ARA



IS
NOW



GOOD START®
Gentle PLUS™ 2



GOOD START®
NATURAL
CULTURES™



IS
NOW



GOOD START®
Protect PLUS®



GOOD START® 2
NATURAL
CULTURES™



IS
NOW



GOOD START®
Protect PLUS® 2



GOOD START®
SOY



IS
NOW



GOOD START®
Soy PLUS™



GOOD START® 2
SOY



IS
NOW



GOOD START®
Soy PLUS™ 2

Nothing else is breastmilk. For infants being fed formula, nothing else is GOOD START®.

Questions or Comments? Visit nestleinfantnutrition.com or call the Nestlé Medical Professional Resource Center at 1-800-628-BABY (2229). Our nutrition experts are on call to assist you from Monday to Friday, 8:00 AM to 8:00 PM Eastern Time.

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