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October 21, 2009

VENDOR ALERT 2009-17

TO: ALL WIC VENDORS
SUBJECT: ENFAMIL PROSOBEE LIPIL NAME CHANGE

Purpose I am writing to inform you that Mead Johnson Nutrition is changing the name of Enfamil ProSobee LIPIL to Enfamil Soy LIPIL.

Scope of Change Mead Johnson Nutrition decided to change the name from Enfamil ProSobee LIPIL to Enfamil Soy LIPIL to more clearly communicate that the product is a soy-based, milk-free infant formula. To help consumers (e.g., participants) to easily identify the newly named product, Enfamil Soy LIPIL will have a small banner on the front of the label that reads: "Formerly ProSobee – New Name!"

Please note that the color of the labels and the Universal Product Code (UPC) numbers will not change. The ingredients in the Enfamil Soy LIPIL (powder) will remain the same; however, there will be a few minor changes in the Enfamil Soy LIPIL (concentrate) ingredients.

Timing of Change Mead Johnson Nutrition will begin shipping Enfamil Soy LIPIL to stores in November and they expect that it could take three to four months for all Enfamil ProSobee LIPIL inventory to be depleted from store shelves.



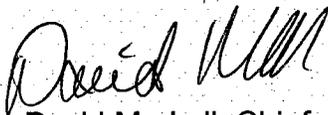
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**Food
Instruments
and
Transition
Period**

Effective October 1, 2009 (to coincide with the new food package implementation), the WIC Program will print "Enfamil ProSobee LIPIL or Enfamil Soy LIPIL" on the infant formula food instruments. Both infant formulas will be printed on the food instrument since both products may appear on store shelves until existing stock of Enfamil ProSobee LIPIL is depleted. Participants may purchase either of the infant formulas with the food instrument. Since some participants are issued food instruments for two to three months at a time, we anticipate that participants will bring in food instruments for "Enfamil ProSobee LIPIL" and "Enfamil ProSobee LIPIL or Enfamil Soy LIPIL" into your stores through the end of January 2010. Please instruct store staff to honor the formula that is printed on the face of the food instrument.

Questions

If you have any questions, please contact your WIC Vendor Consultant directly or call (916) 928-8705.



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