



State of California—Health and Human Services Agency
California Department of Public Health

March 17, 2014



EDMUND G. BROWN JR.
 Governor

VENDOR ALERT 2014-02

TO: ALL WIC VENDORS
SUBJECT: UPCOMING INFANT FORMULA CHANGES

Purpose

The California Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is notifying vendors of upcoming changes to various Mead Johnson Enfamil infant formulas printed on California WIC Food Instruments (FIs), as well as changes to FIs for these products. California WIC will also update Nutramigen Concentrate FIs to reflect only the current product name. These changes will take effect on April 26, 2014.

Background

Mead Johnson has advised California WIC of changes to their Enfamil infant formula products. These changes include updates to product name and labeling. California WIC is revising the product name listed on Enfamil Infant (previously Enfamil PREMIUM Infant) formula FIs due to the change made by Mead Johnson. Estimated shipping of the updated products is mid-April and should be available on retailer shelves in early May, depending on retailer inventory levels.

In 2011, Mead Johnson removed the word 'LIPIL' from their Nutramigen concentrate product. As a result, California WIC modified FIs to include both the new and the old names of this product to enable participants to purchase and vendors to sell the old product while there was stock still available. As sufficient time has passed since this change for old stock to be exhausted, the old name of the product will be removed from FIs.

Changes to Infant Formula

Infant formula products affected by Mead Johnson's product update are Enfamil Infant (formerly Enfamil PREMIUM Infant), Enfamil ProSobee, Enfamil A.R., Enfamil Gentlease, and Enfamil EnfaCare. Refer to the chart below for a summary of changes:

Current Name	New Name	Label Changes	New Product Available in Stores
Enfamil PREMIUM Infant	Enfamil Infant	<ul style="list-style-type: none"> New owl character will replace duck that was on previous labels. 	Estimated to begin shipping mid-April to be available on retailer shelves in early May, depending on retailer inventory levels.
Enfamil ProSobee	N/A	<ul style="list-style-type: none"> Product name (Infant, ProSobee, A.R., Gentlease, EnfaCare) will now be in the lower right hand corner of center panel of label. Product name was previously in the middle of center panel of label. 	
Enfamil A.R.		<ul style="list-style-type: none"> "Triple Health Guard" symbol being replaced by "Neuro Complete" symbol. 	
Enfamil Gentlease		<ul style="list-style-type: none"> Different background pattern on label. 	
Enfamil EnfaCare			



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Changes to FIs (Enfamil)

California WIC is updating information included on FIs to reflect Mead Johnson's name change for Enfamil Infant (formerly Enfamil Premium Infant). FIs for Enfamil PREMIUM Infant will be modified to include both the old and new names of the product. This will allow participants to purchase existing vendor stock that has the old name. The chart below shows the change that will take place on April 26, 2014.

Current Product Name Printed on FIs	New Product Name Printed on FIs – Effective April 26, 2014
Enfamil PREMIUM Infant	Enfamil PREMIUM Infant or Enfamil Infant

Beginning April 26, 2014, both the old and new formula name, Enfamil PREMIUM Infant and Enfamil Infant will appear on the infant formula FIs. Both the old and new products may appear on store shelves until existing stock of Enfamil PREMIUM Infant is exhausted. Additionally, FIs will list both the old and new formula names so that participants can purchase either formula during this transition; in order to purchase the full quantity on their FI, participants will be allowed to mix and match both the old and new product.

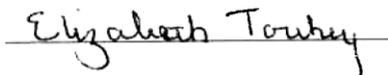
Changes to FIs (Nutramigen)

FIs for Nutramigen Concentrate will be updated to remove a prior version of the product name, Nutramigen LIPIL Concentrate. Mead Johnson removed the word "LIPIL" from the Nutramigen Concentrate product in 2011.

Current Product Name Printed on FIs	New Product Name Printed on FIs – Effective April 26, 2014
Nutramigen LIPIL Concentrate or Nutramigen Concentrate	Nutramigen Concentrate

Questions

For questions, please contact your Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov. Contact your supplier directly for additional details about ordering products.



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California WIC Program