



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



ARNOLD SCHWARZENEGGER  
Governor

June 17, 2009

**VENDOR ALERT 2009-10**

**TO:** ALL WIC VENDORS  
**SUBJECT:** ENFAMIL LIPIL Versus ENFAMIL PREMIUM LIPIL CLARIFICATION

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**Purpose** I am writing to clarify that Mead Johnson's Enfamil LIPIL infant formula has not changed its name or packaging. Enfamil "Premium" LIPIL is a new formula that has not received USDA approval for the California Women, Infants and Children (WIC) Program, and should not be redeemed to WIC participants with WIC Food Instruments (FI).

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**Vendor Implications** If you choose to stock Enfamil "Premium" LIPIL for your customers, it is important to note that it is a product that is not eligible for purchase with a FI. As you know, your vendor agreement requires you to sell products that are specified on the face of the FI, please instruct store staff to only honor the formula which is printed on the face of the FI.

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**Product Labels** A flyer showing the difference between the two labels of the Enfamil LIPIL with Iron Infant Formula is attached with this Vendor Alert for your convenience.

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

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David Markell, Chief  
Vendor Management Branch  
California WIC Program



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# Enfamil LIPIIL with Iron

Look at the label for the WIC authorized can.

- You can buy Enfamil LIPIIL with your WIC checks.
- You **cannot** buy Enfamil Premium LIPIIL with your WIC checks.



**CAN BUY**



**CANNOT BUY**



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