



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



ARNOLD SCHWARZENEGGER
Governor

March 4, 2010

VENDOR ALERT 2010-02

TO: ALL WIC VENDORS
SUBJECT: CHANGES TO AUTHORIZED INFANT FORMULA

Purpose

I am writing to inform you of the upcoming changes in the California Women, Infants and Children (WIC) Program authorized infant formula. Implementation of the new changes will take place to coincide with the various changes being made to infant formula by Mead Johnson and the revisions to the WIC Authorized Food List Shopping Guide (WAFL SG) effective April 5, 2010.

Background

Mead Johnson, the manufacturer of Enfamil products, has changed several of their product names and also cancelled a name change for ProSobee LIPIL that we previously notified you about in Vendor Alert 2009-17. The Enfamil products are California WIC's current rebate infant formulas. This Vendor Alert lists these formula name changes and any requirements associated with redeeming food instruments (FI) for that specific product.

**Enfamil
ProSobee
LIPIL / Enfamil
Soy LIPIL**

In 2009 Mead Johnson informed the WIC Program that Enfamil ProSobee LIPIL's name would be changing to Enfamil Soy LIPIL. In preparation for this product name change, the WIC Program listed Enfamil Soy LIPIL as an authorized infant formula in the October 2009 WAFL SG. Mead Johnson has now informed the WIC Program that this name change has been cancelled. Enfamil Soy LIPIL was never manufactured by Mead Johnson. Therefore, Enfamil Soy LIPIL has been removed from the April 5, 2010 WAFL SG. Enfamil ProSobee LIPIL remains an authorized infant formula and is required to be stocked by vendors. Refer to Vendor Alert 2010-03 for specific vendor minimum stocking requirements.

**Enfamil A.R. /
Enfamil A.R.
LIPIL
and
Enfamil
Gentlease /
Enfamil
Gentlease
LIPIL**

Mead Johnson is removing the word "LIPIL" from both Enfamil A.R. LIPIL and Enfamil Gentlease LIPIL, making the new names Enfamil A.R. and Enfamil Gentlease. Enfamil A.R. LIPIL, Enfamil Gentlease LIPIL, Enfamil A.R. and Enfamil Gentlease are all authorized WIC food items and eligible for purchase if specified on the face of a FI.

Beginning April 5, 2010, both versions of the formula name (with and without the word "LIPIL") will be printed on a single FI. FIs will allow the purchase of either or both of the formula names specified on the face of the FI. For example, a FI for 10 cans of Enfamil A.R. or Enfamil A.R. LIPIL can be redeemed as specified below:

- 10 cans Enfamil A.R.; or



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- 10 cans of Enfamil A.R. LIPIL; or
 - Some cans of Enfamil A.R. and some cans of Enfamil A.R. LIPIL for a total of 10 cans
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**Enfamil LIPIL
with Iron /
Enfamil
PREMIUM
LIPIL**

On April 5, 2010, Enfamil PREMIUM LIPIL will be an authorized food item in 13 fluid oz liquid concentrate and 12.5 oz powder cans. Along with Enfamil ProSobee LIPIL and Enfamil LIPIL with Iron, it is now one of our rebated contract formulas. The addition of Enfamil PREMIUM LIPIL has affected the vendor minimum stocking requirement for infant formula. For more information on vendor minimum stocking requirements please refer to Vendor Alert 2010-03.

Beginning April 5, 2010, both Enfamil PREMIUM LIPIL and Enfamil LIPIL with Iron product names will be printed on a single FI. FIs will allow the purchase of either or both of the formula names specified on the face of the FI. For example, a FI for 10 cans of Enfamil PREMIUM LIPIL or Enfamil LIPIL with Iron can be redeemed as specified below:

- 10 cans Enfamil PREMIUM LIPIL; or
- 10 cans of Enfamil LIPIL with Iron; or
- Some cans of Enfamil PREMIUM LIPIL and some cans of Enfamil LIPIL with Iron for a total of 10 cans.

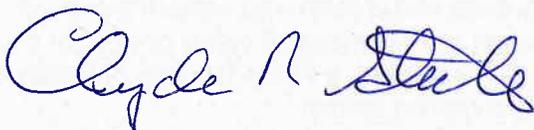
FIs printed on or after August 1, 2010 will no longer include Enfamil LIPIL with Iron. However, due to the double and triple month issuance of FIs to participants, you will continue to see FIs redeemable for Enfamil LIPIL with Iron and Enfamil PREMIUM LIPIL through November 2010.

**Refer to the
WAFL SG**

For further information regarding the WIC authorized infant formula, please refer to the April 5, 2010 WIC Authorized Food List Shopping Guide. The April 5, 2010 WAFL SG is accessible on the WIC website at www.wicworks.ca.gov.

Questions

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



Clyde R. Steele, Chief
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California WIC Program