



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



EDMUND G. BROWN JR.
Governor

December 2, 2011

VENDOR ALERT 2011-09

TO: ALL WIC VENDORS
SUBJECT: THERAPEUTIC INFANT FORMULA NAME AND LABEL CHANGE

Purpose The California Women, Infants, and Children (WIC) Program is notifying you of an upcoming therapeutic **INFANT FORMULA** name and label change.

Background Mead Johnson, the manufacturer of Nutramigen products, is changing the name of one of their therapeutic formulas offered on WIC Food Instruments (FIs). The name of Nutramigen LIPIL concentrate will be changed to Nutramigen concentrate.

Infant Formula FI Language Change In addition to the name change, there will be a label change where a new duck character will replace the Peter Rabbit™ bunny that is currently on the front label panel. Product with the new name and label will begin to ship in December and depending on retailer inventory levels, should start appearing on retail store shelves in early 2012. The following chart summarizes the change.

Current Name	New Name Effective January 9, 2012
Nutramigen LIPIL concentrate	Nutramigen concentrate

FI Issuance and Transition Period Beginning January 9, 2012, both the old and new formula name, Nutramigen LIPIL and Nutramigen concentrate will appear on the **INFANT FORMULA** checks. Both the old and new products may appear on store shelves until existing stock of Nutramigen LIPIL concentrate 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.

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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