

# VENDOR



## FFY 2010 MANUFACTURER UPDATE

### Manufacturer Infant Formula Product Name Changes

Both Mead Johnson Nutritionals and Ross Abbott Laboratories have released infant formula product name changes. The revised vouchers will include both product names using an “or” statement until the full branding conversion is completed. The changes are summarized below:

- ✚ Mead Johnson has dropped the word “LIPIL” from:
  - a. Gentlease LIPIL
  - b. Enfamil AR LIPIL products
  - c. Next Step LIPIL
  - d. Enfagrow Soy Next Step LIPIL
  - e. Enfagrow Premium Next Step LIPIL
  - f. Enfagrow Gentlease Next Step LIPIL products

(Note: Gentlease and Enfagrow milk-based products are not approved for use in Georgia.)

- ✚ Ross Abbott has made the following formula product name changes:
  - a. Isomil Advance will now be named Similac Sensitive Isomil Soy
  - b. Similac Sensitive R.S. will now be named Similac Sensitive for Spit Up
  - c. Alimentum will now be named Similac Expert Care Alimentum
  - d. Similac Neosure will now be named Similac Expert Care Neosure (powder only)

### Manufacturer Infant Formula Product Container Size Changes

Several Ross Abbott Laboratories powder infant formula products are changing package sizes. The revised vouchers will include both product sizes using an “or” statement until the full container size conversion is completed. Mostly breastfeeding infant food

packages may need to be adjusted based on the 2010 infant formula rebate contract winner. Please note the following changes:

- ✚ Similac Advance EarlyShield powder is changing from 12.9 oz to 12.4 oz containers
- ✚ Similac Sensitive Isomil Soy (formerly Isomil Advance) powder is changing from 12.9 oz to 12.4 oz containers
- ✚ Similac Sensitive powder is changing from 12.9 oz containers to 12.6 oz containers
- ✚ Similac Sensitive for Spit Up (formerly Similac Sensitive R.S.) powder is changing from 12.9 oz containers to 12.3 oz containers
- ✚ Similac Expert Care Neosure (formerly Similac Neosure) powder is increasing from 12.8 oz containers to 13.1 oz containers

### **Enfamil AR Container Size**

Some WIC participants receiving vouchers for Enfamil AR ready-to-feed are having difficulties redeeming their vouchers because the WIC vouchers read “32 ounce” containers instead of “1 quart” containers. The WIC vouchers have been reworded to match the wording on the product container to avoid future potential confusion.

### **Voucher Code A30**

The milk wording on voucher code A30 has been corrected to read “1 half gallon” instead of “1 gallon” of low-fat milk. Please update your resource documents accordingly.