



Memorandum

#10-132

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: September 24, 2010

SUBJECT: Mead Johnson Product Changes Fall 2010

Removal of the word “LIPIL”

In the spring of 2010, we notified you that the word “LIPIL” would be removed from some Mead Johnson product labels. In October 2010, the clinic Texas WIN formula pick-list and participant shopping lists will reflect this change. The following names will be affected:

<u>FORMULA CODE</u>	<u>OLD FORMULA NAME</u>	<u>NEW FORMULA NAME</u>
431	GENTLEASE LIPIL PWD 12OZ	GENTLEASE PWD 12OZ
401	ENFAMIL AR LIPIL PWD 12.9OZ	ENFAMIL AR PWD 12.9OZ
410	ENFAMIL AR LIPIL RTU 32OZ	ENFAMIL AR RTU 32OZ
373	PROSOBEE LIPIL CON 13OZ	PROSOBEE CON 13OZ
375	PROSOBEE LIPIL RTU 32OZ	PROSOBEE RTU 32OZ
376	PROSOBEE LIPIL PWD 12.9OZ	PROSOBEE PWD 12.9OZ

The word “LIPIL” will also be removed from the label of these additional Mead Johnson products over the next several months. The new names will be as follows:

- Enfacare
- Enfamil Premium Infant
- Enfagrow Premium Toddler
- Enfagrow Soy Toddler

The new names will **not** be reflected in the clinic Texas WIN pick-list or participant shopping lists until the next clinic formula table change anticipated in January 2011. This will allow time for stores to increase their inventory of products with the new labels. UPC’s and can sizes will not change for any of these products. Participants may purchase formula with either old or new labels during this transition period while both are available on store shelves.

Other Changes to Product Labels:

The number “1” will appear on the label of Enfamil Premium indicating that it is for the first year of life. The number “2” will appear on the label of the Enfagrow formulas.

New Formulas:

- Gentlease ready to use (RTU), formula code 500, will be available for issuance when the new clinic formula table is downloaded to your computer system in October 2010. It will follow the same RTU issuance requirements as any other standard formula (see FD.15.0 at http://www.dshs.state.tx.us/wichd/policy/pdf_files/FD_15-0.pdf)
- Enfamil Newborn (not available through Texas WIC) is a new product recently introduced into the retail market. It is advertised as containing 400 IU vitamin D in 27oz and an easy to digest protein blend.
- Enfagrow Gentlease Toddler (not available through Texas WIC) is not a new product but has experienced a recent name change.

Since we do not anticipate a significant medical need for these standard formulas, we do not plan to add them to our formulary at this time. If you happen to receive a request for one of the products not available through Texas WIC, please inform the requesting health care provider that another formula choice will be needed if a contract formula is medically contraindicated.

Changes in Reconstituted Ounces:

Enfamil AR powder will change from 93 reconstituted ounces per 12.9oz can to 91 reconstituted ounces. Gentlease powder will change from 86 reconstituted ounces per 12oz can to 87 reconstituted ounces. Label graphics, can sizes, UPC codes and monthly quantities for infants, women and children will remain unchanged. Reference documents (cheat sheets and the Formula Maximum Quantity Table) will be updated to reflect this information and other recent changes and will be posted soon.

Enfamil Premium Replaces Enfamil LIPIL:

In memo # 10-034 (Mead Johnson Formula Changes Spring 2010), you were informed that Enfamil LIPIL in all forms would be discontinued as of August 2010. Beginning in October 2010, Enfamil LIPIL will no longer be available for issuance in the TX WIN computer system. The equivalent form of Enfamil Premium may be issued instead. As a courtesy, please inform health care providers of this change via phone or fax. You will not need a new prescription for Enfamil Premium.

OLD FORMULA CODE	OLD FORMULA NAME	NEW FORMULA CODE	NEW FORMULA NAME
319	ENF LIPIL W/IRON PWD 12.9OZ	483	ENFAMIL PREMIUM INF PWD 12.5OZ
320	ENFAMIL LIPIL W/IRON CON 13OZ	486	ENFAMIL PREMIUM INF CON 13OZ
318	ENFAMIL LIPIL W/IRON RTU 32OZ	487	ENFAMIL PREMIUM INF RTU 32OZ

If a different formula (For example, Gentlease) is desired instead, you will need either a verbal order from the HCP or a new prescription authorizing the change. It will still be possible to exchange or purchase Enfamil LIPIL formula that was issued prior to October 2010.

If you have questions or require additional information, please contact Cathy Plyler, Clinic Services Branch, at (512) 341-4577 or cathy.plyler@dshs.state.tx.us or Maricela Montoya, Clinic Services Branch, at (512) 431-4578 or maricela.montoya@dshs.state.tx.us.