

## Memorandum

#11-014

**TO:** WIC Regional Directors  
WIC Local Agency Directors

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

**DATE:** February 11, 2011

**SUBJECT:** Changes to the Ameda® Breast Pump Products

This memo is to inform local agencies about changes to the Ameda® breast pump products. Please share this information with appropriate staff.

### Ameda Purely Yours

- The “Cycles” dial has been relabeled as the “Speed” dial as a result of focus group testing which indicated that “Speed” better communicated the purpose of the dial.
- The color of the labeling on the base unit changed to match the color of the Ameda Milk Collection Kit bottles.



### Ameda HygieniKit™

- Fill markings are now more legible on the bottles.
- The tubing is now a clearer material and has a slightly smaller internal diameter to help keep the tubing firmly attached to the tubing adapter.

All Ameda products remain BPA and DEHP free and should not operate any differently.

Local agencies placing breast pump orders during the March 2011 ordering quarter can expect to receive the new Ameda products beginning sometime in April or May of 2011. The breast pump trainings, DVDs, and *Instructional Guides* are being revised to reflect the recent changes.

If you have questions, or require additional information, please contact Lindsey Randall, Nutrition Education Consultant, at (512)-341-4594 or [Lindsey.Randall@dshs.state.tx.us](mailto:Lindsey.Randall@dshs.state.tx.us), or Cristina Garcia, Nutrition Education Consultant, at (512)-341-4584 or [Cristina.Garcia@dshs.state.tx.us](mailto:Cristina.Garcia@dshs.state.tx.us), or Tracy Erickson, WIC Breastfeeding Coordinator, at (512) 341-4521 or [Tracy.Erickson@dshs.state.tx.us](mailto:Tracy.Erickson@dshs.state.tx.us).