



Memorandum

#11-062

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: May 13, 2011

SUBJECT: **Gentlease and Enfacare Can Size Changes**

Mead Johnson has announced that they are changing the can size of two of their infant formulas. The details are available below.

Gentlease, previously in a 12 oz powder can, will be replaced by a 12.4 oz can. The new can will reconstitute to 90 fluid ounces per can and contain a new UPC. A new formula code will be created and the maximum number of cans allowed for each infant food package time frame will change.

Enfacare, previously in a 12.8 oz powder can, will be replaced by a 15.1 oz can. The new can will reconstitute to 96 fluid ounces per can and contain a new UPC. A new formula code will be created and the maximum number of cans allowed for each infant food package time frame will change.

Starting in August 2011, Mead Johnson will begin shipping the new cans to vendors and the old cans will no longer be distributed. About this same time, the new formula codes will be made available for issuance in your clinic formula table. Therefore, please understand the following:

Beginning in August 2011, the new formula codes will be:

(512) for Gentlease Pwd 12.4 oz
(513) for Enfacare Pwd 15.1 oz

Do not start issuing these codes until the new can sizes are available in your area. Expect to find both can sizes at retail locations from August - October 2011 (and possibly longer in some areas). The exact can size available at any given time will vary considerably depending on how quickly the current supply of retail inventory is depleted.

Start informing participants now:

Participants receiving formula codes 371 (Enfacare Pwd 12.8 oz) and 431 (Gentlease Pwd 12 oz) for August and later may need to return to the clinic to exchange their formula benefits when the supply of the old can sizes is exhausted.

Proration will occur if a change needs to happen after a current month begins. **It will not be possible to purchase both old and new can sizes at the same time.** This is similar to the way Nutramigen LGG Pwd and Enfamil Premium Pwd were introduced.

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