



Memorandum

#14-091

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: July 21, 2014

SUBJECT: Abbott Product Guide 2014 Shipment and Enfamil Product Label Changes

New Abbott Product Guides for 2014:

- The 2014 Abbott Pediatric Product Guide will be shipped to local agencies soon.
- One book per clinic will be provided.
- Contents include product ingredients, nutrient information, can yields, mixing instructions, and packaging details.
- The NEW OptiGro symbol is shown on pages 16 and 17.
- Similac Advance Stage 1 is approved for WIC in the 12.4 oz. PWD and 13 fl. oz. Concentrate cans at 20 calories per ounce.
- Similac Advance Stage 1 in the 1.45 or 2 oz. nursettes at 19 calories per ounce is not WIC-authorized.
- CA may use this for reference purposes when approving Abbott formulas.

Mead Johnson Enfamil formulas label changes and new formula:

- The picture graphics have changed from a duck to an owl.
- The word, "Premium," is no longer on the label.
- The can sizes and bar codes have not changed and participants can purchase cans with the new or old labels.
- A new product, **Enfamil Reguline**, is not authorized by Texas WIC at this time. The formula is marketed to treat symptoms of constipation with prebiotics and partially hydrolyzed protein. Notify the healthcare provider to discuss other formula options.

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 Sandra Brown, Clinic Nutrition Specialist, Nutrition Education/Clinic Services Unit, at 512-341-4576 or sandra.brown@dshs.state.tx.us.