



TEXAS WIC PROGRAM
Department of State Health Services
Food Issuance and Redemption Services Unit - MC 4554
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Changes To Infant Formulas Authorized By Texas WIC Program

This notification is a follow-up to a message sent vendors on January 8, 2014, announcing the discontinuance of authorization by the WIC Program for three specified infant formulas produced by Abbott Laboratories (Similac Sensitive effective 4/1/14; Similac Total Comfort effective 6/1/14; and Similac for Spit Up effective 6/1/14). The approximate 76,000 WIC clients that have been receiving these formulas will be switched to Similac Advance on the effective dates shown.

This message serves as reminder of the effective date for discontinuance by the WIC Program of these 'Milk' based Abbott Laboratories infant formulas. You should adjust downward your ordering and stocking of these formulas based on your stores' WIC sales records and likewise adjust upward your ordering and stocking of Similac Advance.

IMPORTANT: This message also serves as advance notification that the Texas WIC Program will begin authorizing Gerber Good Start Soothe infant formula effective April 1, 2014. This milk based formula will be available to WIC clients as an alternative milk formula for infants who cannot tolerate Similac Advance. The formula is being added to the program to replace the three discontinued Similac formulas cited in the first paragraph.

We are unable to project how many of the 76,000 infants that are being taken off the three Similac infant formulas will ultimately begin receiving the Gerber Good Start Soothe beginning in April 2014. But, we recommend that a good starting supply might be 10% of your normal supply of the three Similac products being discontinued (Similac Sensitive; Similac Total Comfort, and Similac for Spit up) might be appropriate. Thereafter, you can adjust ordering additional quantities as customer demand indicates.

Formula Name	Form & Size	Uniform Product Code (UPC)
GOOD START SOOTHE	Powder 12.4 oz, can	50000624003
	Powder 12.4 oz, case	50000624010

If you have any questions, please contact 1-800-252-9629.