



Memorandum

#11-121

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: September 28, 2011

SUBJECT: Similac Sensitive for Spit Up Powder Update and Similac Advance Reformulation

Similac Sensitive for Spit Up Powder

Similac Sensitive for Spit Up powder is still unavailable in some areas. The supply is expected to improve in October. Staff may continue to issue ready to use (RTU) until powder is available at retail in your area. We will transition back to powder over a period of several months as supply builds up.

In summary:

1. If Similac Sensitive for Spit Up powder is unavailable, continue to issue RTU. You may issue for up to 3 months as usual.
2. Powder shipments are expected to begin in September 2011 and improve in October 2011. You may switch to powder when supply begins to appear.
3. Sufficient supply will build up gradually from October through December 2011.
4. Issuance of powder should begin with the October and/or November issuance months.
5. Inform participants that RTU will no longer be routinely issued once adequate powder supplies are available.
6. The shift back to powder Similac Sensitive for Spit Up should be complete by February 2012.

Similac Advance Reformulation

In response to the American Academy of Pediatrics (AAP) recommendation that formula-fed infants receive 400 IU's per day of Vitamin D, Abbott will increase the amount of Vitamin D provided from 60 IU's to 75 IU's per 100 kcal portion. These labeling changes will begin appearing on store shelves as follows:

Powder	September 2011
Ready to use	October 2011
Concentrate	November 2011

These changes will allow a formula-fed infant to attain the recommended amount of Vitamin D after consuming 27 fluid ounces.

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, Infant Foods/Formula Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4576 or sandra.brown@dshs.state.tx.us.