



TEXAS WIC PROGRAM
Department of State Health Services
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April 13, 2010

Change to Name of Infant Formulas and Size of Cans

Abbott Laboratory, the maker of Similac infant formulas, has announced a change in the name of several of their infant formulas as well as a change in the size of their containers. The formulas shown in the box below are all authorized on the Texas WIC Program and therefore you should pay close attention to the changes.

The new products should appear in the market place in late April or early May of this year. Note, although the name changes of some of the products shown below and the size container changes on all of them, the Universal Product Code (UPC) will not change nor will the products' formulation. It is unfortunate that the manufacturer did not change the UPCs as this would have lessened the confusion by retailers and wholesalers.

WIC clients are being instructed that they may purchase either the old name/size container or the new one, whichever the store has on the shelf through September 2010. Obviously most stores will run out of the older name/size product quickly and then begin stocking only the new name/size containers as those will be the only ones available to order. Since the UPCs are not changing, either the old or new product will scan as allowable in your WIC EBT system at checkout.

<i>Old Name and Can Size</i>	<i>New Name and Can Size</i>
Similac Advance Powder 12.9oz	Similac Advance Powder 12.4oz
Similac Sensitive Powder 12.9oz	Similac Sensitive Powder 12.6oz
Similac Isomil Advance Powder 12.9oz	Similac Sensitive Isomil Soy Powder 12.4oz
Similac Sensitive R.S. Powder 12.9oz	Similac Sensitive for Spit Up Powder 12.3oz

- 1) Since the beginning of April 2010, WIC participants have been receiving instruction at their clinics that they can purchase either size can at the store while both are available.
- 2) Because the WIC Program sees only 1/3 of its total clients each month, many WIC participants will not be aware of the changeover because they were issued their benefits on their EBT card before this change was announced by Abbott Laboratories. Those participants may ask the store for help in finding the product they can buy with their WIC benefits if they don't find the older name/sizes on the shelf.
- 2) UPC's will not change and will be the same for both can sizes for each powder brand. If the product scans in your WIC EBT system, then it is authorized.
- 4) At this time, the number of cans issued to WIC participants will remain the same.

Infant Formula Changes

Starting May 2010

Similac® is changing the *look* and *size* of their infant formula cans. You can buy either can with your WIC benefits.



12.9 oz

13 oz

12.4 oz

13 oz



12.9 oz

13 oz

12.4 oz

13 oz

New name



12.9 oz

13 oz

12.6 oz

13 oz



12.9 oz

12.3 oz

New name

Cambios a la fórmula para bebé 1

Comenzando en Mayo de 2010

La fórmula **Similac**® estara cambiando sus latas en *aspecto y tamaño*.

Usted puede comprar cualquier lata con sus beneficios de WIC.



12.9 onzas

13 onzas



12.4 onzas

13 onzas



12.9 onzas

13 onzas



Nombre nuevo

12.4 onzas

13 onzas



12.9 onzas

13 onzas



12.6 onzas

13 onzas



12.9 onzas



Nombre nuevo

12.3 onzas