



**State of Louisiana**  
Department of Health and Hospitals  
Center for Preventive Health  
July 27, 2010

TO: LA WIC VENDORS

FROM: TRICIA GUIDROZ, MA  
LA WIC VENDOR MANAGER

RE: CHANGES FOR ENFAMIL PRODUCTS

The Louisiana WIC Program has been notified by Mead Johnson Nutrition that the Enfamil products are being changed. The following are the changes being made along with other pertinent information:

**Enfamil Premium LIPIIL – WIC Vendors are required to stock at all times**

Description of Change:

1. The word "Infant" will be included in the Product name. New name will be **Enfamil Premium Infant**.
2. The word "LIPIIL" will no longer be included on the label.
3. The number "1" will be added to the front of the label to indicate that the product is for the first year of life.
4. The new Enfamil Premium Infant labels will have a "New Look" message on the label for a period of time after the transition.

Timing of Change:

Product with the new **Enfamil Premium Infant** name and/or label will begin shipping in August, 2010. Depending on retailer inventory levels, the new labels should start appearing on retail store shelves in September, 2010.

**Enfamil Gentlease & Enfamil ProSobee – WIC Vendors are required to stock at all times**

Description of Change:

Deletion of the word "LIPIIL" on the label(s)

**Enfamil Enfacare – Optional for WIC Vendors to stock**

Description of Change:

The product will no longer have the word "LIPIIL" and a new duck character will replace the Peter Rabbit bunny on the front of the label for **all** forms of Enfacare.

Timing of Change:

Product with the new labels will begin shipping in August, 2010. Depending on retailer inventory levels, the new labels should start appearing on retail store shelves in September, 2010.

**Enfagrow Premium Next Step, Enfamil AR & Enfagrow Soy Next Step - Optional for WIC Vendors to stock**

Description of Change:

Deletion of the word "LIPIIL" on the label(s)

Visit the WIC Vendor Web page at [www.wic.dhh.louisiana.gov](http://www.wic.dhh.louisiana.gov) to view the new labels described above.