

**Announcement 11/28/11**

**Formula Update**

**Contact:** Karen Henry

Mead Johnson has announced beginning in late April/early July of next year (2012), the powdered form of Enfamil Enfacare will be changing from a 12.8 oz to a 13.6 oz can size. The allotment per age for all **infant** packages will remain the same, so the Enfacare powder formula ID has been changed to include both sizes (12.8 oz and/or 13.6 oz). There will be no need to switch infants to new packages to accommodate for the change. The UPC and formulation will remain the same as well. However, the can allotment for **children's** packages with the powder Enfamil Enfacare will change. One less can would be received with new can size (10 instead of 11 cans). Checks will print with both sizes (just like for infant packages), since same formula ID is used for all packages, but for children's packages, title of the package will guide staff to package to assign the right can allotment ("12.8 oz" can size will show on current packages, and "13.1 oz" cans and "new cans" will show in title of new children packages). We currently only have ~ 9 **children** on the Enfacare powder packages, so likely many staff will not have to determine if old or new package needed. In April, I will sent out a reminder for staff to start checking store ahead for can size if they receive Enfacare powder script for a child. They then can assign package with can size found at participants store.

For further info, please see below attachment. Thank you!



November 21, 2011

Dear All State, Territory and Tribal WIC® Programs:

I am writing to notify you of an upcoming change to our Enfamil® EnfaCare® powdered infant formula.

**What is Changing:**

Our 12.8 oz powder will be replaced by a 13.6 oz powder can. Please see the attached specification sheet for new price information.

**What is Not Changing:**

The product formulation, UPC and name will remain the same. The number of cans per month in each of the powdered formula food packages will also be unchanged. The Ready-to-use options (32 oz and 2 oz) will continue to be available. The 13.6 oz powder can will reconstitute to 87 fluid ounces. Based on the Code of Federal Regulations, 7 C.F.R. Part 246 governing product issuance, the maximum monthly allotment will remain as follows:

**Fully Formula Feeding Packages (Using Maximum Monthly Allowance)**

<b>Product</b>	<b>Months 0 – 3</b>	<b>Months 4 – 5</b>	<b>Months 6 – 11</b>	<b>TOTAL</b>
CURRENT CAN ALLOTMENT: Enfamil EnfaCare 12.8 oz powder	10	11	8	110
CURRENT TOTAL OUNCES (82 PER CAN)	3,280	1,804	3,936	9,020
<b>NEW CAN ALLOTMENT: Enfamil EnfaCare 13.6 oz powder</b>	10	11	8	110
<b>NEW TOTAL OUNCES (87 PER CAN)</b>	3,480	1,914	4,176	9,570

**Partially Breast Feeding Packages**

<b>Product</b>	<b>Month 0-1</b>	<b>Months 1 – 3</b>	<b>Months 4 – 5</b>	<b>Months 6 – 11</b>	<b>TOTAL</b>
CURRENT CAN ALLOTMENT: Enfamil EnfaCare 12.8 oz	0 or 1	5	6	4	51 or 52
CURRENT TOTAL OUNCES (82 PER CAN)	0 or 82	1,230	984	1,968	4,182 or 4,264
<b>NEW CAN ALLOTMENT: Enfamil EnfaCare 13.6 oz pwd</b>	0 or 1	5	6	4	51 or 52
<b>NEW TOTAL OUNCES (87 PER CAN)</b>	0 or 87	1,305	1,044	2,088	4,437 or 4,524

**Timing:**

Current plans are to begin shipping to the majority of retailers mid April 2012. Depending on retailer inventory levels, the 13.6 oz powder should start appearing on retail store shelves sometime in late April/early May.

**Food Instrument Recommendation:**

We strongly recommend you change your Enfamil EnfaCare powder food instruments with use by dates after April 1<sup>st</sup> to state “X cans of either Enfamil EnfaCare 12.8 oz or Enfamil EnfaCare powder 13.6 oz.” If you are unable to issue “either/or” food instruments, we recommend you monitor retail inventory in your State and issue food instruments for the new size can as soon as it is available on most WIC retailers’ shelves. Please reach out to your MJN WIC team representative if you would like assistance with retail availability and/or timing of retail shelf resets in your State. We will continue shipping the Enfamil EnfaCare 12.8 oz powder through mid April 2012. However, we expect retail availability to be very limited by June 1, 2012.

In addition, since the UPC code is not changing with the new size it is likely the average retail shelf price will increase on the 12.8 oz powder when the retailers begin to order the new 13.6 oz powder. States may want to adjust their maximum retail price ceiling on the 12.8 oz powder to ensure retail vouchers are not rejected due to maximum price being exceeded.

Please contact your MJN WIC Team representative should you need hard copies of the new label.

If you have any questions or concerns, please contact Chris Shouse (812) 429-8613, Cheryl Cook (812) 429-5789, or Kathy Decker (812) 429-8758.

Thank you,



Director, WIC Business Team  
Mead Johnson Nutrition

This document contains sensitive confidential and proprietary business information of Mead Johnson Nutrition. It is being provided solely for the disclosure to and use by those employees of the State, Territory and Tribal WIC Programs with a need to know for the purpose of administering the WIC Program. Neither this document nor any information in it should be used for any other purpose or disclosed to any other person, especially including competing infant formula companies.