

**Announcement 01/03/12****Formula Update:** Enfamil Enfagrow Toddler reclassification**Contact:** Karen Henry

Back in March of this year, Mead Johnson reclassified the age range of their Enfamil Enfagrow Toddler line from being for "9 months and up" to being for "1 year and up". Due to consumer feedback and demand, Mead Johnson has recently announced they are re-launching these formulas with the "**9 months and up**" age range again. The new classification is anticipated to begin showing up on store shelves starting **February 2012**. The "Enfamil Enfagrow Toddler" line includes Enfagrow Premium Toddler, Enfagrow Gentlease Toddler and Enfagrow Soy Toddler. The Enfagrow Premium Toddler 24 oz powder formulation will also be slightly modified to meet the RDA requirements for infant formulas.

There will be no change to price, UPC, or name of any of these products. No changes needed in AIM at this time. For full information please see below attachment.

Of note regarding only the Enfagrow Premium Toddler 24 oz powder: the reconstituted ounces will change from 147 oz/can to 172 oz/can. This will cause the maximum number of cans allowed in the children's packages to be one less can (5 cans instead of 6 cans). Since UPC, can size, and look of container will remain the same, beginning in April (when turnover has allowed mainly new cans to be available in most stores) the current used packages will be disabled and replaced in AIM with same packages but with new maximum of formula. Of note, since Enfagrow Premium Toddler is a non-contract routine product (similar to Similac Go & Grow milk based formula), very few participants will be affected by this change. We currently have only 3 packages being used with this formula, and only 7 participants state wide using this formula.

Thank you much!



December 15, 2011

Dear All State, Territory and Tribal WIC® Programs:

I am writing to notify you of upcoming changes to our Enfagrow® Toddler formulas. In March we notified you that we were adjusting the age range on some of our 24 oz powders and the 32 oz ready-to-use.

Due to consumer feedback and demand, we have decided to re-launch these formulas with 9-months and up age range (from the current 1 year and up). This change will impact our Enfagrow PREMIUM™ Toddler, Enfagrow Soy Toddler, and Enfagrow Gentlease® Toddler formulas. In addition, the formulation on our Enfamil PREMIUM Toddler 24 oz powder will be slightly modified (to include meeting FDA requirements for infant formula). The UPC and price will not change.

With this transition, we are reclassifying each of our Enfagrow formulas listed above from a “Milk Drink” to an “Infant and Toddler Formula”. We have fulfilled the FDA requirements to reclassify these products and they are once again available for infant formula rebates.

We have submitted documentation to the USDA requesting eligibility for these products as an infant formula. Listed below is a summary of the changes to our Enfagrow product line:

<b>Product</b>	<b>Age Range</b>	<b>Formulation</b>	<b>Reconstituted Ounces</b>	<b>Label Product Identity</b>	<b>Price/UPC/Name</b>
Enfagrow PREMIUM Toddler 24 oz Powder	Changing to 9 months and up from 1 year and up	Nutrient composition will change to include infant formula requirements	Changing from 147 to 172	Change to Infant and Toddler Formula from Toddler Drink	No change
Enfagrow PREMIUM Toddler 32 oz RTU	Changing to 9 months and up from 1 year and up	No change	No change	Change to Infant and Toddler Formula from Toddler Drink	No change
Enfagrow Gentlease Toddler 24 oz Powder	Changing to 9 months and up from 1 year and up	No change	No change	Change to Infant and Toddler Formula from Toddler drink	No change
Enfagrow Soy Toddler 24 oz Powder	Changing to 9 months and up from 1 year and up	No change	No change	Change to Infant and Toddler Formula from Toddler Drink	No change

**Timing:**

Newly labeled products will begin shipping in January 2012. Depending on retailer inventory levels of the current products, the newly labeled products should start appearing on retail store shelves sometime in February 2012.

**Rebates:**

Please contact your Mead Johnson WIC Business team representative if you are interested in an updated rebate sheet for these products.

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,

A handwritten signature in black ink, appearing to read "Michael Melby". The signature is written in a cursive style with a large initial "M".

Director, WIC Business Team  
Mead Johnson Nutrition

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