

Formula update: 9/26/11

Contact: **Karen Henry**

Mead Johnson has announced they will update the labels on all **Nutramigen** and **Pregestimil** products. Appearing on shelves in **early 2012**, the new labels will no longer contain the word "Lipil". "Lipil" is Mead Johnson's blend of DHA and ARA. The blend will remain in the products at the same levels, but without the term on the label. Additionally the Peter Rabbit bunny will be removed from the front of the labels. No changes will be made to formulation, UPC code, price, container or reconstituted ounces of these products. To accommodate this change, all Nutramigen and Pregestimil formula IDs in AIM have been changed to now print with the term "**WITH OR WITHOUT LIPIL**". Please see the attached letter titled "**Upcoming Nutramigen and Pregestimil Label Changes.doc**" for more info.



September 13, 2011

To: All State, Territory and Tribal WIC[®] Programs:

This letter is to notify you of some product label updates that will take place at the end of 2011 for the infant formula products listed below. These newly-labeled products will start shipping in mid to late December. Depending on retailer inventory levels, they should start appearing on retail store shelves in early 2012. **It is important to note that the formulation, UPC code, price and reconstituted ounces are not changing.**

Our Nutramigen and Pregestimil brands will no longer feature the name “LIPIL[®]” on the label. “LIPIL” is our blend of DHA and ARA. Please note that DHA and ARA will both still be present in the products at the same levels as before. In addition, we will be removing the Peter Rabbit[™] bunny on the front label. Below is a list of the impacted items.

- Nutramigen with Enflora[™] LGG^{®*} 12.6 oz powder
- Nutramigen[®] liquids (2 oz RTU, 6 oz RTU, 13 oz concentrate and 32 oz RTU)
- Pregestimil[®] 16 oz powder and 2 oz RTU (20 calorie/24 calorie)

If your food instruments include the name LIPIL for these products, we recommend you remove the name LIPIL for those food instruments issued with “use by” dates after February 1, 2012.

As a reminder, most of our 2 oz RTU products are not readily available on the retail shelf but can be obtained through the pharmacy or purchased directly from Mead Johnson. It is important to note that since these are special orders, WIC food instruments for a monthly allotment should be tailored to accommodate full case quantities only.

If you would like copies of the new labels and/or have any questions, please contact your MJN WIC Team representative – Chris Shouse (812) 429-8613, Cheryl Cook (812) 429-5789, or Kathy Decker (812) 429-8758.

Best regards,

A handwritten signature in black ink that reads 'J. Michael Milligan'.

J. Michael Milligan
Director, WIC Business Team

* LGG is a registered trademark of Valio, Ltd.