



Dear Valued WIC Customer,

I am writing to notify you of an upcoming label change to our Enfamil® PREMIUM™ LIPIL® infant formula product.

What is Changing:

- The word “Infant” will be included in the product name – making the name *Enfamil PREMIUM Infant*. Also, the word LIPIL will no longer be included on the front panel.
- The number “1” will be added to the front label panel to indicate that the product is for the first year of life.

When the new product appears at shelf it will have a “New Look” message on the label for a period of time after the transition. Attached is a copy of the front panel of the label for your reference.

What is Not Changing:

All other key label elements (*product formulation, can sizes, reconstituted ounces and UPC codes*) will remain the same.

Timing

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

Voucher Recommendations

Since the Enfamil PREMIUM name will continue to appear on the can label and can sizes will not change, it is not critical that you change vouchers to coincide with the retail launch date. However, you may wish to add “Infant” to the product name on vouchers/food instruments at a time in the near future that is convenient for you and your staff.

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

Thank you,

A handwritten signature in black ink, appearing to read "Michael Mulholland".

Director, WIC Business Team
Mead Johnson Nutrition