

Announcement 9/15/14

Prosobee – new label color

Contact: Karen Henry

Mead Johnson is changing the the label color of Prosobee soy infant formula from blue to green. The new Prosobee label will start to become available in the market place in January. The UPC numbers, reconstituted ounces, formulations and prices are staying the same. For old verses new look and for the complete Mead Johnson announcement please see below. Thank you!

ProSobee Label Change for January 2015

Current label:



New label:



September 10, 2014

To: All State, Territory and Indian Tribal Organization WIC® Programs

Subject: ProSobee® Label Color Change

I am writing to notify you that we will be changing label color for ProSobee soy infant formula from blue to green. This change was made, after receiving consumer feedback, to better distinguish ProSobee from Enfamil® Newborn and EnfaCare® formulas at shelf. .

Also, the product indication will be changing from “soy for fussiness and gas” to “soy for sensitive tummy”.

The timing for the shipment of the newly labeled ProSobee is currently estimated to begin in January and at retailer shelves in late January or February, depending on retailer inventory levels.

Please note the UPC numbers, list numbers, reconstituted ounces, formulations and prices are not changing.

Attached is a graphic of the new label. If you would like to receive actual labels, please contact your contract administrator.

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

Thank you,



Director, WIC Business Team
Mead Johnson Nutrition