

Announcement 1/26/15

Enfagrow Toddler Transitions Soy – new label color

Contact: Karen Henry

Corresponding with the size change of the Enfagrow Toddler Transitions line of products in March (as mentioned earlier

here: http://azdhs.gov/azwic/documents/local_agencies/formulas/2014/enfagrow-toddler-transitions-powders%E2%80%93size-change.pdf), Enfamil is changing the Enfagrow Toddler Transition Soy product from a blue to a green label. Enfamil made this change in order to better distinguish it from Enfamil Newborn and Enfacare on the shelf. There will be no changes to UPC, formulation, or price. As previously mentioned, although size changing to Enfagrow Toddler Transitions line of powders, no package changes will be needed, as both old and new sizes are currently printing on the checks. No other label changes have been mentioned for other products in the line. For old and new label color comparison for Enfagrow Toddler Transitions Soy please see below. Thank you.

Enfagrow Toddler Transitions Soy Label Changing Color March 2015

Old:



New:

