



SPECIAL ARIZONA WIC ALERT

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Name Change for Similac Sensitive Spit-Up Formula

The Arizona WIC Program has received notice from Abbott Nutrition (Abbott) of a recent name change to their product: Similac Sensitive For Spit-Up.

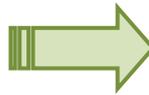
The product is already appearing on store shelves. Please allow WIC customers who have food instruments with **Similac Sensitive For Spit-Up** to purchase either can with their WIC food instruments.

Abbott stated that the word “Sensitive” will be removed from their label. “Similac Sensitive For Spit-Up”, is changing to “*Similac For Spit-Up*” (EarlyShield).

Previous Label



NEW Label



As a result, the Arizona WIC Program has made changes to the food instruments to show that both products are redeemable until all of the old cans are no longer on the shelf. The food instrument will read:

“X CAN(S) (12.3 OZ EACH) POWDERED SIMILAC SENSITIVE FOR SPIT-UP AND/OR SIMILAC FOR SPIT UP”

According to Abbott, all forms and sizes of Similac For Spit-Up will undergo these changes.

If you have any questions regarding this WIC Alert or need technical assistance, please contact any member of the Vendor Management Team at 1-866-737-3935.

For complaints or concerns please contact the Arizona WIC Complaint Hotline at 1-866-229-6561 or via email at: azwiccomplaints@azdhs.gov.



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