

Announcement 1/30/17

Mead Johnson Discontinuing some Slower moving Products and Sizes

Mead Johnson is discontinuing some slower moving product and sizes of some of their routine infant formulas in mid-May. They are also making slight changes to graphics on many of their products. All of the products affected are non-contract formulas (so very few participants on them). Please refer to Mead Johnson announcement below for details. Closer to May when they are discontinued, packages with affected products will be disabled in HANDS, and agencies will be notified if they have any participants that are still on the products. Thank you.

January 4, 2017

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

Subject: Mead Johnson Product Updates

I am writing to notify you that in mid-2017 we will be making very slight changes to graphics on many of our products and discontinuing a few of our slower moving products. These changes are estimated to begin shipping early to mid-May and at retail shelves in late May, depending on retail inventory levels.

Please note the sizes, reconstituted ounces, UPCs and prices will not be changing for these products.

Below is a chart that details the changes by brand.

	Product	Graphics Change	Discontinued	First Ship Date
Powders	Enfamil® Newborn 12.5 oz Powder		✓ Last Ship Mid-May	
	Enfamil® Infant™ 12.5 oz Powder	✓		Early/Mid May
	Gentlease® 12.4 oz Powder	✓		Early/Mid May
	Enfamil A.R.® 12.9 oz Powder	✓		Early/Mid May
	Enfamil® Reguline™ 12.4 oz Powder	✓		Early/Mid May
	ProSobee® 12.9 oz Powder	✓		Early/Mid May
Conc.	Enfamil® Infant™ 13 oz Concentrate	✓		Early/Mid May
	ProSobee® 13 oz Concentrate	✓		Early/Mid May
Ready To Use*	Enfamil® Infant™ 2 fl oz RTU Nursette® Bottle		✓ Last Ship Mid-May	
	Enfamil® Infant™ 6 fl oz RTU Nursette® Bottle		✓ Last Ship Mid-May	
	Enfamil® Newborn 2 fl oz RTU Nursette® Bottle		✓ Last Ship Mid-May	
	Enfamil® Infant™ 8 fl oz/6 - pack RTU (Includes minor reformulation change)	✓		Early/Mid May
	Enfamil® Reguline™ 8 fl oz/6 - pack RTU		✓ Last Ship Mid-May	
	ProSobee® 8 fl oz/6-pack RTU	✓		Early/Mid May
	Enfamil® Infant™ 32 fl oz RTU		✓ Last Ship Mid-May	
	Gentlease® 32 fl oz RTU		✓ Last Ship Mid-May	
*At this time, no changes are being made to our 8 oz - 6-pack RTU Gentlease® and Enfamil A.R.® labels.				

We will be developing flyers that compare the old and new label graphics to assist your participants with the change. We will notify you as soon as the labels and flyers are available.

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Discontinued Products

For the discontinued products above, we recommend there be no food instruments with use-by-dates after April 30, 2017.

PREMIUM Brand Re-Launch

For your information only, in mid-2017 we will be making changes to some of our other brands that should not have any impact on your WIC program or program participants. We are advising you only as a courtesy, as you will potentially see these items at your local retailers.

We are re-launching our PREMIUM line of products for certain Mead Johnson brands. Our PREMIUM labeled products will have a slightly different formulation and will be non-GMO. In order to lessen any potential confusion for WIC participants, these newly branded products will not be offered in small powders or concentrates. The following brands will have a PREMIUM version in larger size powders and some RTU sizes: Enfamil Premium® Newborn, Enfamil Premium® Infant and Enfamil Premium® Gentlease®.

Due to this change, please ensure your food instrument product descriptions have the word "PREMIUM" removed to help reduce any potential confusion at shelf.

WIC Exempt Products

We are not changing any labels or formulations for any of our exempt products.

Enfagrow Brands

Enfagrow Toddler Transitions and Enfagrow Next Step products will also be undergoing changes that are subject of a separate notification.

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

Thank you,



Director, WIC Business Team
Mead Johnson Nutrition