

Announcement 12/9/19**Enfamil AR Label Color Change**

Mead Johnson has announced a label change for Enfamil AR starting in March 2020. The label will be changing from salmon to pink. The UPC numbers, reconstituted ounces, and prices will remain the same. The letter and label changes are attached.

December 5, 2019

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

Subject: Enfamil™ A.R™ Label Color Change

I am writing to notify you that we will be changing the label color for Enfamil A.R. infant formula from salmon to pink. This change is being based on consumer feedback.

The shipment of the newly labeled Enfamil A.R. is currently estimated to begin in March 2020 and at retailer shelves in April or early May, depending on retailer inventory levels.

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

For your information, attached is a graphic of the new label and a comparison flier for your participants that reflects the color change.

If you have any questions or concerns, please contact Kathy Decker (812) 429-8758, Jeff Martin (812) 429-6000 or Cheryl Cook (812) 429-5789.

Thank you,



J. Michael Milligan
Director WIC, Infant and Child Nutrition

Old Look



New Look



Enfamil A.R.[™] is proven in a published study to reduce spit-up by over 50%.¹

- Clinically proven to significantly reduce frequent spit-up
- Meets the reflux reduction guidance of the American Academy of Pediatrics
- More convenient and more nutritionally balanced than adding rice cereal to formula
- Prebiotic blend designed to help support digestive health

Enfamil A.R. has DHA and Choline, brain-nourishing nutrients that are also found in breast milk. It also has vitamins C & E and Selenium to support immune health.

Facts to Feel Good About:[™]

- Enfamil[®] is the #1 brand recommended by pediatricians
- No artificial flavors • No artificial sweeteners
- No artificial colors

¹Based on a clinical study of Enfamil A.R. with infants who spit up frequently (5 or more spit-ups per day), comparing frequency and volume of spit-up after feeding Enfamil A.R. to the same infants at the beginning of the study.

Ⓢ If you have a question, we are here for you. Call us toll free: 1-800-BABY123, 8 am to 4:30 pm Monday-Saturday, Central Time. Or visit Enfamil.com

Experts agree on the many benefits of breast milk. If you choose to use infant formula, ask your baby's doctor about Enfamil A.R.

INSTRUCTIONS FOR PREPARATION & USE

Your baby's health depends on carefully following the instructions below. Proper hygiene, preparation, dilution, use and storage are important when preparing infant formula. Powdered infant formulas are not sterile and should not be fed to premature infants or infants who might have immune problems unless directed and supervised by your baby's doctor. Ask your baby's doctor which formula is appropriate for your baby. Ask your baby's doctor about the need to use cooled, boiled water for mixing and the need to boil clean utensils, bottles and nipples in water before use.

{1} Wash hands thoroughly with soap & water before preparing formula.

{2} Pour desired amount of water into the bottle. Add powder.

{3} Cap bottle and **SHAKE WELL.** Let bottle sit 5 minutes. **SHAKE AGAIN.**

Use the chart below for correct amounts of water and powder. Use scoop in can to measure powder. Store **DRY** scoop in this can.

TO MAKE ¹	WATER	POWDER
2 fl oz bottle	2 fl oz	1 unpacked level scoop (9 g)
4 fl oz bottle	4 fl oz	2 unpacked level scoops (18 g)
8 fl oz bottle	8 fl oz	4 unpacked level scoops (36 g)

¹Each scoop adds about 0.2 fl oz to the amount of prepared formula.

WARNING: Do not use a microwave oven to warm formula. Serious burns may result.

Failure to follow these instructions could result in severe harm. Once prepared, infant formula can spoil quickly. Either feed immediately or cover and store in refrigerator at 35-40°F (2-4°C) for no longer than 24 hours. Do not use prepared formula if it is unrefrigerated for more than a total of 2 hours. Do not freeze prepared formula. After feeding begins, use formula within one hour or discard.

Powder Storage: Store cans at room temperature. After opening can, keep tightly covered, store in dry area and use contents within 1 month. Do not freeze powder and avoid excessive heat.

USE BY DATE ON BOTTOM OF CAN



**DHA & Choline
to help
support brain
development**

Infant Formula
Milk-based Powder with Iron
Thickened with Added Rice Starch

A.R.[™]

Reduces Frequent Spit-Up
50% Less Spit-Up in 1 Week*

NET WT 12.9 OZ (366 g)

NUTRIENTS

(Normal Dilution); per 100 Calories (5 fl oz)

PROTEIN	g.....	2.5
FAT	g.....	5.1
CARBOHYDRATE	g.....	11.3
WATER	g.....	133
LINOLEIC ACID	mg.....	780

VITAMINS

A	IU.....	300
D	IU.....	60
E	IU.....	2
K	mcg.....	9
THIAMIN (B ₁)	mcg.....	80
RIBOFLAVIN (B ₂)	mcg.....	140
B ₆	mcg.....	60
B ₁₂	mcg.....	0.3
NIACIN	mcg.....	1000
FOLIC ACID (FOLACIN)	mcg.....	16
PANTOTHENIC ACID	mcg.....	500
BIOTIN	mcg.....	3
C (ASCORBIC ACID)	mg.....	12
CHOLINE	mg.....	24
INOSITOL	mg.....	6

MINERALS

CALCIUM	mg.....	78
PHOSPHORUS	mg.....	53
MAGNESIUM	mg.....	8
IRON	mg.....	1.8
ZINC	mg.....	1
MANGANESE	mcg.....	15
COPPER	mcg.....	75
IODINE	mcg.....	15
SELENIUM	mcg.....	2.8
SODIUM	mg.....	40
POTASSIUM	mg.....	108
CHLORIDE	mg.....	75

INGREDIENTS: NONFAT MILK, VEGETABLE OIL (PALM OLEIN, COCONUT, SOY, AND HIGH OLEIC SUNFLOWER OILS), RICE STARCH, LACTOSE, MALTODEXTRIN, GALACTOOLIGOSACCHARIDES¹, POLYDEXTROSE¹, AND LESS THAN 1%: MORTIERELLA ALPINA OIL¹, CRYPTHECODINIUM COHNII OIL⁵, CALCIUM CARBONATE, FERROUS SULFATE, ZINC SULFATE, SODIUM CITRATE, CUPRIC SULFATE, MANGANESE SULFATE, SODIUM SELENITE, CHOLINE CHLORIDE, ASCORBIC ACID, NIACINAMIDE, CALCIUM PANTOTHENATE, VITAMIN D₃, RIBOFLAVIN, THIAMIN HYDROCHLORIDE, VITAMIN B₆ HYDROCHLORIDE, FOLIC ACID, VITAMIN K₁, BIOTIN, VITAMIN B₁₂, INOSITOL, VITAMIN E ACETATE, VITAMIN A PALMITATE, TAURINE, L-CARNITINE.

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MeadJohnson
Nutrition

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¹A TYPE OF PREBIOTIC
⁵A SOURCE OF ARACHIDONIC ACID (ARA)
⁶A SOURCE OF DOCOSAHEXAENOIC ACID (DHA)

Filled by weight, not by volume; some settling may occur.

Makes approx. 91 fl oz

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*As the same infants at the beginning of the study; in infants who regurgitate frequently (5 or more spit-ups per day)