

Announcement 03/04/2019

Changes to Enfamil Enfagrow

Mead Johnson has announced some changes to Enfagrow starting in July 2019.

- The Enfamil Premium Toddler Transitions, Enfagrow Toddler Transitions Gentlease, and Enfagrow Next Step formulas are being reformulated to include Milk Fat Globule Membrane (MFGM) an ingredient found in breastmilk that aids in brain development. Premium will be removed from the name of those containing it and all Enfagrow products will have the word Neuropro added (e.g. Enfagrow Neuropro Toddler Transitions, Enfagrow NeuroPro Gentlease Toddler Transitions). UPC codes, reconstituted ounces, and can size are not changing. **Participants will be able to get both old and new versions of the products without changing their benefits.**
- The recommended age range for the Enfagrow Next Step formulas will become less specific changing from 1-3 years to 1+ years.
- The Enfagrow Soy Toddler formula will be discontinued at the end of June related to low retail distribution. It will be removed from HANDS shortly after discontinued.

For official announcement from Mead Johnson on these changes, please refer to the below attachment.

February 27, 2019

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

Subject: Enfagrow™ Changes


Mead Johnson has been committed to nourishing infants for the best start in life for more than 100 years. In keeping with this commitment, there will be several changes to the Enfagrow Toddler Transitions and Enfagrow Next Step product lines.

Enfagrow PREMIUM Toddler Transitions and Enfagrow Toddler Transitions Gentlease

Beginning in late July, Enfagrow PREMIUM Toddler Transitions and Enfagrow Toddler Transitions Gentlease powders will be reformulated to include MFGM (Milk Fat Globule Membrane) as an ingredient.

In addition to the new formulation, the product names will change to include **NeuroPro** (see below).

These changes will affect the following Enfagrow Toddler Transitions SKUs:

| Current | |  | New | |
|--|------------------|--|--|------------------|
| Name | MJN Order Number | | Name | MJN Order Number |
| Enfagrow PREMIUM Toddler Transitions | 1696-02 | 20 oz powder can | Enfagrow NeuroPro™ Toddler Transitions® | 1749-01 |
| Enfagrow Toddler Transitions Gentlease | 1461-10 | 20 oz powder can | Enfagrow NeuroPro™ Gentlease® Toddler Transitions® | 1750-01 |

Please note that UPC codes, reconstituted ounces, can size, monthly allotments, and price will remain the same.

For those states using paper food instruments, we strongly recommend if possible, to update your food instruments to “Enfagrow PREMIUM Toddler Transitions OR Enfagrow NeuroPro Toddler Transitions” and “Enfagrow Toddler Transitions Gentlease OR Enfagrow NeuroPro Gentlease Toddler Transitions” on food instruments with use by dates after July 1, 2019 to allow for the new product. As an example, “4 cans of Enfagrow PREMIUM Toddler Transitions OR Enfagrow NeuroPro Toddler Transitions 20 ounce powder.” If you are unable to issue “OR” food instruments, we recommend you monitor retail inventory in your State and issue food instruments for the new name as soon as it is available on WIC retailers’ shelves. For most retailers, this should be in late July or early August depending on individual retailer inventory levels.

For those states using EBT benefits, there is no UPC code change so your participants should not see an issue at their retailer. We suggest you allow either the Enfagrow Premium Toddler Transitions/Enfagrow Gentlease Toddler Transitions OR Enfagrow NeuroPro Toddler Transitions/Enfagrow NeuroPro Gentlease Toddler Transitions beginning July 1, 2019. As noted above, for most retailers, this change should occur in late July or early August.

Attached, for your reference, are pdfs of the new labels. New rebate sheets will be issued prior to July 1, 2019 to reflect the new name and MJN order number change.

Enfagrow Soy Toddler Transitions Discontinuance

Due to limited retail distribution and customer demand, our Enfagrow Soy Toddler Transitions powder will be discontinued effective June 30, 2019. We will continue to produce Enfagrow Toddler Transitions and Enfagrow Toddler Transitions Gentlelease products.


We suggest that you remove Enfagrow Soy Toddler Transitions from your food instruments beginning July 1, 2019. The product may be on store shelves after July 1, 2019 as retailers work through their inventories.

Rebates for Enfagrow Soy Toddler Transitions will be honored through March 1, 2020 when the last batch expires.

Enfagrow Next Step Ready-To-Drink Changes

Enfagrow Next Step Ready-To-Drink will be reformulated to include MFGM (Milk Fat Globule Membrane) as an ingredient. In addition to the new formulation, the bottle shape will change slightly, the product name will change to include **NeuroPro** and the age range for use will change from 1-3 years to 1+ years. There will be no change to reconstituted ounces, price or UPC codes.

The Enfagrow Next Step products affected by the change are listed below:

| Current Name | Size Description  | New Name |
|---|--|---|
| Enfagrow PREMIUM Toddler Next Step Natural Milk | 32 oz RTD | Enfagrow NeuroPro™ Toddler Nutrition Drink - Natural Milk |
| Enfagrow PREMIUM Toddler Next Step Natural Milk | 8 oz RTD – 6 pack | Enfagrow NeuroPro™ Toddler Nutrition Drink - Natural Milk |
| Enfagrow Next Step Vanilla | 8 oz RTD – 6 pack | Enfagrow NeuroPro™ Toddler Nutrition Drink - Vanilla |

The new formulation will begin shipping in late April and will be on shelf in mid to late May. Enfagrow NeuroPro Next Step Toddler products are for toddlers 1+ years of age and are classified as WIC Medical Nutritionals.

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,



J. Michael Milligan
Director WIC, Infant and Child Nutrition