

Can Size and Check Line Description Change For Similac Formulas

Abbott Laboratories, the makers of Similac formulas, has decreased the can size for Similac Sensitive, Similac Total Comfort and Similac for Spit Up. The following are the can size changes and the dates when stores may begin to see the new can sizes in their stores:

Similac Formula	Current Can Size	New Can Size	Earliest Date on Store Shelves:
Similac Sensitive (powder)	12.6 oz.	12 oz.	April 1, 2014
Similac Total Comfort (powder)	12.6 oz.	12 oz.	June 1, 2014
Similac Spit for Up (powder)	12.3 oz.	12 oz.	July 1, 2014

Due to the can size changes, ITCA has updated the check line descriptions for the above formulas. The following table shows the new check line descriptions as of April 1, 2014.

Current Check Line Description	Check Line Description as of April 1, 2014
12.6 oz containers Similac Sensitive powder	12.0 or 12.6 oz containers Similac Sensitive powder
12.6 oz containers Similac Total Comfort powder	12.0 or 12.6 oz containers Similac Total Comfort powder
12.3 oz containers Similac for Spit-Up powder	12.0 or 12.3 oz containers Similac for Spit-Up powder

Please keep in mind that it may take several months for some stores to receive the new can sizes. Clients may purchase either the old or new can size or a combination of both.

Please share this information with all staff that handles WIC transactions.

If you have any questions or concerns regarding this information, please contact Crystalina Corona, Vendor Specialist, at (602) 307-1511 or by email at: crystalina.corona@itcaonline.com