

## Formula Label Changes

Mead Johnson and Abbott have notified ITCA that the labels for Enfamil ProSobee and Similac Sensitive will be changing. The containers with new labels will begin flowing through retailers in January through March 2015. The UPCs, list numbers, formulations and prices are not changing according to the two companies. These are only label changes. WIC customers may purchase the formulas below with either the old or new label or a combination of the old and new labels.

**For ProSobee®:** The label color will change from primarily blue to green and the product indication on the label will change from “soy for fussiness and gas” to “soy for sensitive tummy”.

OLD LABEL



NEW LABEL



**For Similac Sensitive®:** “Stage 1” will be added to the label.

**For Similac Total Comfort™:** The wording on the label will change the description to “Easy-to-Digest- Gentle Protein & Prebiotics”.

If you have any questions or concerns regarding this information, please contact the ITCA WIC Vendor representative at [wicvendor@itcaonline.com](mailto:wicvendor@itcaonline.com) or 602-258-4822.