

New Label and Name Change for Similac Advance EarlyShield

Abbott Laboratories, the makers of Similac formulas, has changed the name of Similac Advance EarlyShield to **Similac Advance OptiGRO** and has modified the label. There are no changes to the can size of the formula. In addition, Similac formulas now have stages listed on the label (Stage 1, Stage 2, and Stage 3).

In January, ITCA notified you in a WIC Alert that the check line description for Similac Advance EarlyShield was changed from “Similac Advance EarlyShield” to “Similac Advance”. During the next few months, checks with either of these two check line descriptions may be seen in stores and clients will be allowed to purchase Similac Advance EarlyShield or Similac Advance OptiGRO. The “stage” will not be listed on the check since Stage 1 is the only type that is in the WIC-authorized 12.4 ounce container size.

Summary:

WIC check line description:

“Similac Advance Early Shield” OR “Similac Advance”

Allowable formulas for purchase:

Similac Advance EarlyShield (old can) OR Similac Advance OptiGRO (new can)

Below is the updated label for Similac Advance:



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 Coordinator, at (602) 307-1511 or by email at: crystalina.corona@itcaonline.com