



**State of Louisiana**  
Department of Health and Hospitals  
Center for Preventive Health  
October 30, 2009

**TO: WIC AUTHORIZED VENDORS**

**FROM: TRICIA GUIDROZ, MA  
LA WIC VENDOR MANAGER**

**RE: Mead Johnson Product Name Change  
Enfamil NEXT STEP Formulas**

The Louisiana WIC Program has been notified by Mead Johnson Nutritionals that they have revamped their line-up of toddler formulas. This line which had previously been marketed under the Enfamil NEXT STEP brand has been renamed as the *Enfagrow* brand. The current Enfamil NEXT STEP branded items will be replaced by the new Enfagrow items as retailer inventories of Enfamil NEXT STEP are depleted. All changes are effective immediately.

It is the Vendor's decision as to whether or not to stock Enfagrow formulas.

The following information is for each of the Enfamil NEXT STEP LIPIIL formula changes:

| CURRENT NAME               | NEW NAME                                 |
|----------------------------|--|
| Enfamil NEXT STEP          | Enfagrow PREMIUM Next Step LIPIIL Powder |
| Enfamil NEXT STEP ProSobee | Enfagrow Soy Next Step LIPIIL Powder     |

Negotiable Food Instruments printed with wording **Enfamil NEXT STEP** or **Enfamil NEXT STEP ProSobee** **cannot** be used to purchase **ENFAGROW PREMIUM Next Step LIPIIL Powder** or **ENFAGROW SOY Next Step LIPIIL Powder** at the retail level. The reverse situation is also true. Negotiable Food Instruments with the wording **ENFAGROW PREMIUM Next Step LIPIIL Powder** or **ENFAGROW SOY Next Step LIPIIL Powder** **cannot** be used to purchase **Enfamil NEXT STEP** or **Enfamil NEXT STEP ProSobee**. Vendors cannot allow a participant to redeem one formula for another. If the participant has a food instrument with **Enfamil NEXT STEP** or **Enfamil NEXT STEP ProSobee** and it is not available at the vendor of their choice, they can choose to try another vendor or return to the clinic for issuance of a new food instrument for **ENFAGROW PREMIUM Next Step LIPIIL Powder** or **ENFAGROW SOY Next Step LIPIIL Powder**.

Please distribute this communication to all who handle WIC transactions. Feel free to contact the Vendor Management Unit at 504-361-6725 if you should have any questions.