



ARIZONA WIC ALERT

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LABEL CHANGES – ROSS PRODUCTS

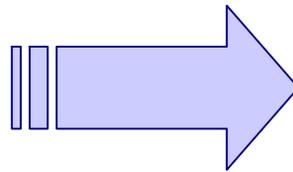
Ross Laboratories (Ross), the manufacturer of Similac infant formulas has notified the Arizona WIC Program of changes to their infant formula labels. The two special formulas that will be affected on the Arizona WIC Program are Similac Alimentum Advance and Similac NeoSure Advance. Ross changed their labels to provide parents with a color – coded system that will make it easier to identify the products on the store shelves.

Throughout the next few months, Ross will transition from the current label to the new label. Parents will see both versions in the stores until the current stock is sold out. While the label is changing, the size of the can and the product are the same. Both Alimentum and NeoSure still contain the DHA & ARA and it is highlighted on the labels. However, the “Advance” name has been dropped. All food instruments for the formulas will be revised to allow for either label until the current inventories are utilized. WIC Customers can purchase **either** type of formula label; whichever is available on the store shelf. Below are the current and new labels of two formulas.

Current Look



SIMILAC
Alimentum Advance



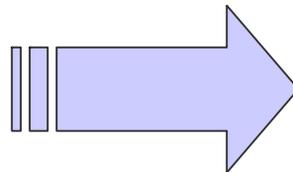
New Look



SIMILAC
Alimentum



SIMILAC
NeoSure Advance



SIMILAC
NeoSure

If you have any questions regarding this WIC Alert or need technical assistance, please contact any member of the Vendor Management Team at 1-866-737-3935.



Arizona Department of Health Services
Chronic Disease Prevention and Nutrition Services
150 North 18th Avenue, Suite 310
Phoenix, Arizona 85007
1-866-737-3935

Olga R. Eddy, Editor