

2/18/20

Enfamil Prosobee and AR 8oz 6 packs have been discontinued. Enfamil Prosobee will be available in a 32 oz bottle.



June 7, 2019

To: All State, Territory and Indian Tribal Organization WIC® Programs

Subject: Mead Johnson Ready-To-Use Size Changes/Enfamil AR Ready-To-Use Discontinuation

Mead Johnson has been committed to nourishing infants for the best start in life for more than 100 years. As part of that on-going commitment, I am writing to inform you of upcoming changes to our ProSobee and Enfamil AR Ready-To-Use products.

ProSobee Ready-To-Use will be transitioning from an 8 fl oz - 6 pack to a 32 fl oz bottle. We anticipate shipping the 32 fl oz bottle in mid-September. The transition at retail will depend on existing inventories of this item.

Additionally, our Enfamil A.R. 8 oz Ready-To-Use will be discontinued in September. Retailers may have inventory of this item beyond September dependent upon their existing inventories. The Enfamil A.R. 12.9 oz powder can will continue to be available.

As we have done for some of our other brands, we will be launching some Enfamil NeuroPro A.R. products which will include a Ready-To-Use 32 fl oz bottle. We are not requesting WIC approval at this time due to the higher cost of this formulation.

Products impacted are listed below:

Product	Current List Number 8 fl oz/6 pack	Current UPC 8 fl oz/6 pack	Action Taken	New List Number 32 fl oz bottle	New UPC 32 fl oz bottle
ProSobee RTU	1498-01	300875102503	Resize: 8 fl oz/6 pack to 32 fl oz. bottle	1841-01	300875123645
Enfamil A.R. RTU	1534-01	300875103005	Discontinuing	N/A	N/A

In states where Mead Johnson currently holds the infant formula rebate contract, an updated rebate sheet reflecting the updated size for Prosoabee will be sent to you later this month. Attached for your reference is a specification sheet as well as a PDF of the label.

If you have any questions or concerns, please contact Kathy Decker (812) 429-8758, Jeff Martin (812) 429-6000 or Cheryl Cook (812) 429-5789.

Thank you,

J. Michael Milligan
Director WIC, Infant and Child Nutrition