



# WIC'S WORLD

Colorado Department of Public Health & Environment  
WIC Program



2014 Issue #1: January to April

## Inside this issue:

*Formula names  
& labels are  
updated on  
Enfamil formula  
items*

## Updates: Enfamil Formulas

- **Label:** The Enfamil line of formula items will have a new look sometime soon. See page 2 for pictures of the new labels on several commonly issued WIC items.
- **Name:** The word “Premium” will be removed from the Enfamil Premium Infant. The new name is: Enfamil Infant.



From  
—**Enfamil Premium Infant**—  
to  
—**Enfamil Infant**—

WIC checks will show:  
**Enfamil (Premium) Infant**

- With “Enfamil (Premium) Infant” on the check, WIC customers may purchase Enfamil Infant with the old or new label.
- The newly labeled products will be on store shelves this spring to early summer.
- Mead Johnson, the manufacturer, reports that **UPC codes will not be changing**.
- After stores across Colorado have had a chance to complete the transition, WIC will then list the new name: “Enfamil Infant” on checks.

**See back page for the new look and more information**

# The NEW look

## Enfamil Infant

Yellow & Gold  
Can  
12.5 ounces



No Change in UPC

Unit UPC – 300871365421

Case UPC – 300871365025

WIC checks will show: **Enfamil (Premium) Infant**

## Enfamil ProSobee

Blue & Gold  
Can  
12.9 ounces



No Change in UPC

Unit UPC – 300871214415

Case UPC – 300871214019

WIC checks show: **Enfamil ProSobee**

## Enfamil Gentlease

Purple & Gold  
Can  
12.4 ounces



No Change in UPC

Unit UPC – 300875100691

Case UPC – 300875101070

WIC checks show: **Enfamil Gentlease**

## Enfamil A.R.

Pink & Gold  
Can  
12.9 ounces



No Change in UPC

Unit UPC – 300870201423

Case UPC – 300870201027

WIC checks show: **Enfamil A.R.**

**Tip: The bottom right side of the front of the can has the name of the specific type of formula. Make sure it matches what is prescribed on the customer's WIC check.**

The Colorado WIC Program is committed to promoting exclusive breastfeeding as the normal, preferred method for feeding infants.



For babies who are not exclusively breastfed, some formula is provided. These show the new labels of the main infant formula items provided by WIC.