



Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Robert L. Ehrlich, Jr., Governor – Michael S. Steele, Lt. Governor – S. Anthony McCann, Secretary

## IMPORTANT NOTICE

October 10, 2006

Dear WIC Vendor:

Ross Products, manufacturers of Similac® infant formulas has recently announced packaging changes to its line of formulas. The formulation for these products has not changed. However, the labels on these products have changed to prominently reflect the Similac® brand name.

The Office of the Maryland WIC Program has changed the check descriptors for WIC checks prescribing the following formulas:

**Alimentum** now reads Alimentum or Alimentum Advance, Powder 16 ounce can  
Alimentum or Alimentum Advance, RTU, 32 ounce container  
**NeoSure** now reads NeoSure or NeoSure Advance, Powder, 12.8 ounce can  
**Similac Lactose Free** now reads Similac Lactose Free or Lactose Free Advance,  
concentrate, 13 can

Information from Ross Products regarding these changes is attached. If you have any questions, please contact James A. Butler at 410-767-5258 or toll free at 1-800-242-4WIC (4942).

Sincerely,

Kathleen A. Knolhoff, M.P.H., Director  
Office of the Maryland WIC Program

Attachments

cc: Local WIC Agencies



May 2006

*We spent months listening to Moms about infant feeding choices. And from those conversations came a simple but important breakthrough in the infant formula industry....*

Dear Health Care Professional:

Ross Pediatrics is pleased to announce a bright new look for the Similac® family of infant formulas. The same trusted nutrition you have recommended for years now provides convenient color-coded labels and lids, making it easy to identify products in sample closets and on retail shelves.

You may get questions from parents, asking about the "new" Similac products. Be assured that although the labels look different, the strong foundation of nutritional excellence, backed by years of scientific research, remains the same.

Throughout the next few months, Ross will transition from the current labels to the new design. Moms may see both versions in stores. Tell Mom with confidence that she can feed product from either the current or the new packaging, whichever is available at her local retail store. There is no reason to expect any feeding issues.

A few special notes:

- Each product is distinctively color-coded for easy identification
  - Blue — Similac® Advance®
  - Light Blue — Similac® with Iron
  - Red — Isomil® Advance®
  - Pink — Isomil® with Iron
  - Orange — Similac® Lactose Free
  - Purple — Alimentum®
  - Yellow — NeoSure®
- All products except for base Similac and Isomil still contain DHA and ARA, and this is highlighted on the labels. However, the "Advance" name has dropped from Similac Lactose Free, Similac Alimentum and Similac NeoSure.
- The NeoSure package currently has a purple label. Please note that the new package will be yellow. This change was made to reduce any potential confusion with Alimentum.

As always, we welcome your questions, and value your feedback. Your local Ross representative will contact you in the next few weeks with more details regarding this exciting new launch.

Thank you for working with us, as we strive to support you, strong babies, and strong moms.



Similac  
Isomil®  
Advance



No Change

Similac  
with Iron



No Change

Similac  
Isomil Soy



No Change

Similac  
Alimentum®  
Advance



Similac  
Alimentum®

Similac  
NeoSure®  
Advance



Similac  
NeoSure®

Similac  
Low Iron



No Change

# CURRENT PACKAGING



# NEW PACKAGING

