



*Georgia Department of Public Health*

# ***Infant Formula Voucher Updates***

Presentation to: Vendor Advisory Forum

Presented by: Georgia WIC Program

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Date: March 16, 2016



***We Protect Lives.***

# Similac Expert Care Neosure



**NEW LOOK** beginning April 2016

- “Expert Care” being removed from the product name
- Voucher message updated to include “OR” statement during the transition period

# Similac Expert Care Neosure

New Voucher Message  
(Effective March 7, 2016)

Old Voucher Message	New Voucher Message
SPECIAL FORMULA: 6-13.1 oz cans powder Similac Expert Care Neosure	SPECIAL FORMULA: 6-13.1 oz cans powder Similac Expert Care NeoSure OR Similac NeoSure

Temporary messaging through transition period

# Similac Expert Care Alimentum



## **NEW LOOK and SIZE** beginning April 2016

- “Expert Care” being removed from the product name
- Can size **decreased from 16 oz to 12.1 oz**
- Voucher message updated to include “OR” statement during the transition period
- Full month’s issuance on single voucher – Vendors may need to consider increasing the available stock on the shelf

# Similac Expert Care Alimentum

New Voucher Message  
(Effective May 16, 2016)

One Month Issuance Example (0-3 months old)	
Old Voucher Messages	New Voucher Message
SPECIAL FORMULA: 4-16 oz cans powder Similac Expert Care Alimentum	SPECIAL FORMULA: 7-16 oz cans powder Similac Expert Care Alimentum OR 10-12.1oz cans powder Similac Alimentum
SPECIAL FORMULA: 3-16 oz cans powder Similac Expert Care Alimentum	

Temporary messaging through transition period

# Gerber Graduates

Beginning April 2016



- Gerber® Graduates® Gentle, Gerber® Graduates® Soothe and Gerber® Graduates® Soy formulas are being discontinued by the manufacturer
- Vouchers will be discontinued effective date May 16, 2016
- Participants can redeem vouchers issued as long as they are within a valid date and product is available

# Gerber Stage 2 and Stage 3 Formulas

## NOT WIC APPROVED



- Gerber Good Start Stage 2 and Stage 3 are replacing the Gerber Graduates products
- Gentle, Soothe, and Soy Stage 2 and Stage 3 formulations are not approved



# Questions?

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