Infant Formula
Voucher Updates

Presentation to: Vendor Advisory Forum
Presented by: Georgia WIC Program
            Caroline Powers, RD, LD
Date: March 16, 2016
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)

<table>
<thead>
<tr>
<th>Old Voucher Message</th>
<th>New Voucher Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPECIAL FORMULA: 6-13.1 oz cans powder Similac Expert Care Neosure</td>
<td>SPECIAL FORMULA: 6-13.1 oz cans powder Similac Expert Care NeoSure OR Similac NeoSure</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>One Month Issuance Example (0-3 months old)</th>
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<tbody>
<tr>
<td><strong>Old Voucher Messages</strong></td>
</tr>
<tr>
<td>SPECIAL FORMULA: 4-16 oz cans powder Similac Expert Care Alimentum</td>
</tr>
<tr>
<td>SPECIAL FORMULA: 3-16 oz cans powder Similac Expert Care Alimentum</td>
</tr>
</tbody>
</table>

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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