



Dear State WIC Agencies,

October 18, 2016

This letter is to provide you an update on Similac Advance 12.4 ounce powder product that you may see in your market for the next three to four months. It is possible your participants may ask you questions about this can as it opens slightly differently than other Similac Advance small powder typically in the market (the nutrient profile, plastic lid, UPC code, reconstituted ounces per unit, calories per ounce, and price are identical).

Should you need to educate staff or participants on this topic, please see the images below. Can A (on the right) is typically found in the US market, can B (on the left) is Similac Advance made at our FDA-registered facility in Ireland and is occasionally found in the US market.



Should you or your participants have any additional questions, please feel free to reach out to me or Abbott customer service at: 1-800-515-7677

Best Regards,

*Kori*

Kori Stenzel  
Manager, WIC Contracts