

April 7, 2009

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BLASTFAX

Release of *Similac Advance EarlyShield* in Georgia WIC-Approved Sizes

Abbott Nutrition is converting their product line from *Similac Advance* to *Similac Advance EarlyShield*. In mid-April, *Similac Advance EarlyShield* will be released in two new WIC-approved sizes (13 oz concentrate and 12.9 oz powder).

Similac Advance EarlyShield is a milk-based, iron-fortified infant formula that contains the ingredients of *Similac Advance* with the addition of prebiotics (Galacto-Oligosaccharides approximately 5% of the total carbohydrate). DHA 0.15% (docosahexaenoic acid) and ARA 0.40% (arachidonic acid) remains unchanged at the same levels respectively. ***Similac Advance EarlyShield* will completely replace all *Similac Advance* products as existing formula stock is depleted in stores.**

- During this transition, Georgia WIC vouchers stating “*Similac Advance or Similac Advance EarlyShield*” will allow the option of purchasing either product based upon availability.
- WIC clients are expected to purchase whichever product is currently available on store shelves during this transition. The product transition timeline will vary by store, depending upon how quickly a store’s formula inventory turns over.
- None of the following contract formulas will require a WIC prescription: *Similac Advance with Iron*, *Similac Advance EarlyShield* & *Isomil Advance with Iron*.

The second page of this blastfax provides the updated Georgia WIC Formula Guide. This is a quick reference regarding contract formulas as approved. A full WIC Formulary that lists all GA WIC approved formulas and medical foods are available and can be accessed on the GA WIC website:

<http://health.state.ga.us/programs/wic/wicformula.asp>

For more information on the use of prebiotics, please visit:

<http://www.ific.org/publications/factsheets/preprobioticsfs.cfm>

If you have any questions regarding this information, please contact Todd Stormant, RD, LD at the Georgia Dept. of Human Resources, Office of Nutrition at (404) 657-2884 or via email at trstormant@dhr.state.ga.us.

Stanley Cohen, MD, FAAP
Chairman, Committee on Nutrition

Kylia Crane, RD, LD
WIC & Nutrition Coordinator

**Georgia WIC Formula Guide
A reference for WIC approved formulas
October 1, 2006 – September 30, 2009**

“Human Milk is considered to be the gold standard for infant feeding.”

Contract formulas not requiring a prescription:
 Similac Advance with Iron, **Similac Advance EarlyShield** & Isomil Advance with Iron

Follow WIC guidelines for prescription documentation for all other formulas.

Approved Contract Milk Based Formula:

Similac Advance with Iron & **Similac Advance EarlyShield**
 Similac Go & Grow Milk-Based (Prescription Required)
Similac Sensitive & Similac Sensitive RS (Prescription Required)

Approved Contract Soy Based Formula:

Isomil Advance with Iron
 Similac Go & Grow Soy-Based (Prescription Required)

Approved Non-Contract Soy Based Formulas (Prescription Required):

Prior to requesting one of the following soy based formulas, the Georgia WIC Program asks that an approved contract soy-based formula be tried first, unless medically contraindicated.

- ProSobee Lipil
- Enfamil Next Step ProSobee Lipil
- Nestlé Good Start Supreme Soy DHA & ARA **or Nestlé Good Start Soy PLUS**
- Nestlé Good Start 2 Supreme Soy DHA & ARA **or Nestlé Good Start Soy PLUS 2**
- Parent’s Choice Soy
- Store Brand soy based formulas that are USDA approved

Lactose Free Formula (Prescription Required):

All participants who receive a milk-based, lactose free formula will receive the contract formula **Similac Sensitive**. Prescriptions **will not** be accepted for Enfamil LactoFree Lipil.

The Georgia WIC Program **DOES NOT APPROVE** the following formulas for distribution.

Enfamil or Enfamil Lipil	Nestlé Good Start Supreme Natural Cultures or Nestlé Good Start Protect PLUS
Enfamil Gentlease Lipil	
Enfamil LactoFree Lipil	Nestlé Good Start 2 Natural Cultures or Nestlé Good Start Protect PLUS 2
Enfamil Next Step Lipil	
Enfamil Premium	Nestlé Good Start Supreme w/ DHA & ARA or Nestlé Good Start Gentle PLUS
Parent’s Choice Milk Based	
Similac Organic	Nestlé Good Start 2 Supreme w/ DHA & ARA or Nestlé Good Start Gentle PLUS 2
Store brand milk based formulas	
Nestlé Good Start Supreme (was Carnation Good Start)	Nestlé Good Start Essentials & Nestlé Good Start 2 Essentials Nestlé NAN & Nestlé NAN DHA & ARA

Questions or concerns please contact:

Todd R. Stormant RD, LD
 Program Manager, WIC Nutrition
 DHR, Office of Nutrition
 (404) 657-2884
trstormant@dhr.state.ga.us

Kylia Crane, RD, LD
 WIC/Nutrition Coordinator
 Georgia Chapter, American Academy of Pediatrics
 (404) 881-5093
kcrane@gaaap.org

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