



Charlie Crist  
Governor

Ana M. Viamonte Ros, M.D., M.P.H.  
State Surgeon General

**NESTLÉ INFANT FORMULA NAME CHANGES**

December 15, 2008

Dear Florida WIC Vendor:

This is to advise you that the Nestlé corporation will be changing the names of several WIC-eligible Nestlé Good Start infant formulas in the next few months. However, no changes are being made to UPC codes, net contents/fill-weights, or pricing, and there will be no change in their Florida WIC eligibility.

Although the new labels are not expected to be in distribution until March 2009, effective January 2, 2009, Florida WIC checks for Nestlé infant formulas will be changed to include both the current product name and the new name. WIC customers are allowed to purchase the infant formulas under either name or a combination of both names.

Nestlé has not provided us with product label graphics. Below is a table showing the current name and label colors and the new names of the formulas and label colors.

<b>Current Name</b>	<b>Current Label</b>	<b>New Name</b>	<b>New Label</b>
Good Start Supreme DHA & ARA	Orange label with hearts	Good Start Gentle Plus	Orange label with hearts
Good Start Supreme Soy DHA & ARA	Blue label with green leaf	Good Start Soy Plus	Blue label with green leaf
Good Start Natural Cultures	Green label	Good Start Protect Plus	Green label
Good Start Supreme 2 DHA & ARA	Yellow label with hearts	Good Start Gentle Plus 2	Dark blue label with hearts
Good Start Supreme 2 Soy DHA & ARA	Green label with green leaf	Good Start Soy Plus 2	Dark blue label with green leaf

Please contact your local WIC office vendor manager or this office with any questions or concerns. The telephone numbers at this office are (850) 245-4202 and, for calls originating in Florida, 1-800-342-3556.

Sincerely,

William P. Eustis  
Vendor Management Supervisor  
Florida WIC Program