



Abbott Laboratories  
 Nutrition Division  
 3300 Stelzer Road  
 Columbus, OH 43219

January 2026

Dear Hospital and Distributor Customers,

We are changing the Pure Bliss<sup>®</sup> by Similac<sup>®</sup> Organic name to Similac<sup>®</sup> Organic.

Though you'll see a new product name, label, and item number, rest assured that it's the same organic formulation you remember. Similac Organic is USDA-certified organic, non-GMO,\* and has no corn syrup, palm olein oil, or artificial growth hormones.†

Pure Bliss by Similac Organic 2 fl oz, item number 56525, will be transitioning to the new label and item number, 69308, beginning in February 2026. Timing of this transition depends on inventory levels. Once available, Abbott will substitute the new product automatically.



Current Item Number	Current Product Name	New Item Number	New Product Name	Packaging
56525	Pure Bliss by Similac Organic 2-fl-oz RTF	69308	Similac Organic 2-fl-oz RTF	48/case

If you have any questions, please contact your Abbott Sales Representative or Abbott Customer Service at 1-800-551-5838.

Thank you,

Abbott Nutrition

\* Ingredients not genetically engineered.

† Milk ingredients are derived from milk of non-rBST-treated cows, which is not different from milk of rBST-treated cows.

