



February 19, 2023

To: All State, Territory, and Indian Tribal Organization WIC® Programs

Subject: Voluntary Recall of ProSobee 12.9oz Infant Formula

This letter is to inform you Reckitt, a producer of nutrition products, announced today that out of an abundance of caution, it has chosen to voluntarily recall two (2) select batches of ProSobee 12.9 oz. Simply Plant-Based Infant Formula due to a remote possibility of cross-contamination with *Cronobacter sakazakii*. All product distributed went through extensive testing and tested negative for the bacteria.

ProSobee Simply Plant-Based Infant Formula in 12.9 oz containers was manufactured between August 2022 and September 2022. The products were distributed through retail stores nationwide in the U.S., Guam, and Puerto Rico. The batches in question can be identified by the number on the bottom of the can. Recalled product batches are ZL2HZF and ZL2HZZ both with a UPC Code of 300871214415 and a "Use By Date" of "1 Mar 2024." The recall involves approximately 145,000 cans.

**No other ProSobee Simply Plant-Based Infant Formula batches or other Reckitt products are impacted.**

No illnesses or adverse events have been reported. If parents have any questions, they should consult with their pediatrician or contact us at 1-800-479-0551 24/7 or by email at [consumer.relations@rb.com](mailto:consumer.relations@rb.com)

We are committed to the highest level of quality and safety and it is for this reason that we have taken this extraordinary measure. The batches in question tested negative for *Cronobacter* and other bacteria and this is an isolated situation. After a thorough investigation, we have identified the root cause, which was linked to a material from a third party. We have taken all appropriate corrective actions, including no longer sourcing this material from the supplier.

The health and safety of infants is our highest priority. All of our products undergo rigorous and industry leading quality tests and checks to ensure that they meet or exceed all standards set by regulatory bodies, including the World Health Organization and the U.S. Food and Drug Administration. It is for this

reason that we have the highest level of confidence in the safety and quality of every infant formula we make.

**Details of the ProSobee 12.9 oz Plant-Based Infant Formula Powder Being Voluntarily Recalled:**

Global Batch Code	UPC/SKU	Description	Lot	Expiry
ZL2HZF	300871214415	ENFAMIL PROSOBEE PWD 12.9OZ (6CAN) US	0670975	3/1/2024
ZL2HZZ	300871214415	ENFAMIL PROSOBEE PWD 12.9OZ (6CAN) US	0670979	3/1/2024

Consumers who purchased ProSobee Simply Plant-Based Infant Formula should check the bottom of the can to identify whether the batch number is affected. Product with batch codes ZL2HZF and ZL2HZZ both with a UPC Code of 300871214415 and a “Use By Date” of “1 Mar 2024” should be disposed of or returned to the place of purchase for a total refund or exchange. Consumers can also contact us at 1-800-479-0551 or by email at [consumer.relations@rb.com](mailto:consumer.relations@rb.com).



Batch Identifier



If you have any questions or concerns, please contact Cheryl Cook (812) 429-5789, Derrick Rumley (812) 429-7417, Britani Silletto (812) 429-5248 or Trish Ferrell (812) 429-7345.

Thank you,

A handwritten signature in black ink, appearing to read 'Andy Lannert'.

Andy Lannert

Director, WIC Business Team

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