

WIC Formula Options

If you have the “substitute formula” on your WIC balance:

- You can purchase any of the formulas and sizes listed in the table below.
- If you want to purchase a similar formula, find your regular formula in the table and choose one of the options listed underneath.
- The WICShopper App can help you figure out how many cans you can buy.
 - Larger sized formula containers will remove more than one can from your balance – see the exchange rate in the chart.
- Call your WIC clinic if you have questions.

Buying 1 can of this size...	Will use this many cans of your “Substitute Formula” benefits
12.4 – 12.9oz	= 1 can
19.4 – 22.2oz	= 1.5 cans
23.2 – 27.7oz	= 2 cans
28.3 – 33.2oz	= 2.5 cans
34 - 35oz	= 3 cans

Alternative Powder Formula Options		
Similac Advance Substitutions	Size of Containers	Exchange Rate
Bubs Organic Grass Fed Infant Stage 1 (0-6 M) -Imported	28.2 oz	= 2.5 cans
Bubs Organic Grass Fed Follow-on Formula Stage 2 (6-12 M) -Imported	28.2 oz	= 2.5 cans
Bubs Goat Milk Infant Formula Stage 1 (0-6 M) -Imported	28.2 oz	= 2.5 cans
Bubs Goat Milk Follow-on Formula Stage 2 (6-12 M) -Imported	28.2 oz	= 2.5 cans
Bubs Supreme A2 Beta-Casein Protein Infant Formula Stage 1 (0-6 M) - Imported	28.2 oz	= 2.5 cans
Bubs Supreme A2 Beta-Casein Protein Follow- on Formula Stage 2 (6-12 M) - Imported	28.2 oz	= 2.5 cans
Comforts Infant (Kroger)	22.2 oz	= 1.5 cans
Comforts Advantage (Kroger)	23.2 oz	= 2 cans

Enfamil Infant (Mead Johnson)	12.5 oz	= 1 can
	21.1 oz	= 1.5 cans
	29.4 oz	= 2.5 cans
Enfamil NeuroPro Infant (Mead Johnson)	20.7 oz	= 1.5 cans
	28.3 oz	= 2.5 cans
	2x15.7 oz/31.4 oz (refill box)	= 2.5 cans
Enfamil Enspire (Mead Johnson)	20.5 oz	= 1.5 cans
	27.4 oz	= 2 cans
	2x15 oz /30 oz (refill box)	= 2.5 cans
Kendamil First Infant Milk Organic (Kendal Nutricare) (0-6 M) - Imported	28.2 oz	= 2.5 cans
Kendamil First Infant Milk Goat (Kendal Nutricare) (0-6 M) – Imported	28.2 oz	= 2.5 cans
Kendamil First Infant Whole Milk (Kendal Nutricare) (0-12 M) – Imported	31.75 oz	= 2.5 cans
Good Start Gentle (Gerber)	12.7 oz	= 1 can
Good Start A2 (Gerber)	20 oz	= 1.5 cans
NAN Pro 1 (Nestle/Gerber)	12.7 oz	= 1 can
	(800 g) 28.2 oz	= 2.5 cans
Parent’s Choice Advantage (Walmart)	12.4 oz	= 1 can
	23.2 oz	= 2 cans
	35 oz	= 3 cans
Parent’s Choice Infant (Walmart)	12.5 oz	= 1 can
	22.2 oz	= 1.5 cans
	36 oz	= 3 cans
Signature Care Advantage (Safeway/ Albertsons)	23.2 oz	= 2 cans
	35 oz	= 3 cans
Signature Care Infant (Safeway/ Albertsons)	22.2 oz	= 2 cans
	35 oz	= 3 cans
Similac Advance (Abbott)	30.8 oz	= 2.5 cans
Similac Pro Advance (Abbott)	30.8 oz	= 2.5 cans
Similac 360 Total Care (Abbott)	30.8 oz	= 2.5 cans
Similac Pure Bliss (Abbott)	24.7 oz	= 2 cans
Tippy Toes Infant	22.2 oz	= 2 cans
	35 oz	= 3 cans
Tippy Toes Advantage	23.2 oz	= 2 cans
	35 oz	= 3 cans

Similac Sensitive Substitutions	Size of Containers	Exchange Rate
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Comforts Sensitivity (Kroger)	22.5 oz	= 1.5 cans
	33.2 oz	= 2.5 cans
Enfamil NeuroPro Gentlease (Mead Johnson)	12.4 oz	= 1 can
	19.5 oz	= 1.5 cans
	27.4 oz	= 2 cans
	2x15.2 oz/30.4 oz (refill box)	= 2.5 cans
	2x17.6 oz/35.2 oz (refill box)	= 3 cans
Enfamil NeuroPro Sensitive (Mead Johnson)	19.5 oz	= 1.5 cans
Parent's Choice Sensitivity (Walmart)	12 oz	= 1 can
	19.8 oz	= 1.5 cans
	34 oz	= 3 cans
Similac Sensitive (Abbott)	29.8 oz	= 2.5 cans
Similac Pro Sensitive (Abbott)	29.8 oz	= 2.5 cans
Similac 360 Total Care Sensitive (Abbott)	30.2 oz	= 2.5 cans
Tippy Toes Sensitivity	22.5 oz	= 1.5 cans
	33.2 oz	= 2.5 cans

Similac for Spit Up® Substitutions	Size of Containers	Exchange Rate
Enfamil A. R. (Mead Johnson)	12.9 oz	= 1 can
	19.5 oz	= 1.5 cans
	27.4 oz	= 2 cans
	2x15.2 oz/30.4 oz (refill Box)	= 2.5 cans
Parent's Choice with Added Rice Starch (Walmart)	21.5 oz	= 1.5 cans
	32.2 oz	= 2.5 cans
Tippy Toes For Spit-Up	21.5 oz	= 1.5 cans

Similac Total Comfort® Substitutions	Size of Containers	Exchange Rate
Comforts Gentle (Kroger)	21.5 oz	= 1.5 cans
Enfamil Gentlease (Mead Johnson)	12.4 oz	= 1 can
	19.9 oz	= 1.5 cans
	27.7 oz	= 2 cans
Enfamil Reguline (Mead Johnson)	12.4 oz	= 1 can
	19.5 oz	= 1.5 cans
Good Start Gentle Pro (Gerber)	20 oz	= 1.5 cans
	32 oz	= 2.5 cans
Good Start SoothePro (Gerber)	12.4 oz	= 1 can
	19.4 oz	= 1.5 cans
	30.6 oz	= 2.5 cans

Parent's Choice Gentle (Walmart)	12.4 oz	= 1 can
	21.5 oz	= 1.5 cans
	34 oz	= 3 cans
Signature Care Gentle (Safeway/ Alberton's)	21.5 oz	= 1.5 cans
Similac Pro Total Comfort (Abbott)	29.8 oz	= 2.5 cans
Similac Total Comfort Stage 1(Abbott) Imported	28 oz	= 2 cans
Tippy Toes Gentle	21.5 oz	= 1.5 cans
	33.2 oz	= 2.5 cans
	34 oz	= 3 cans

Similac Alimentum® & Similac Elecare and/or Jr®

For a replacement call your Local Agency clinic during clinic hours.

Similac Soy Isomil® Substitutes	Size of Containers	Exchange Rate
Comforts Soy (Kroger)	22 oz	= 1.5 cans
Enfamil Soy Prosobee (Mead Johnson)	12.9 oz	= 1 can
	22 oz	= 1.5 cans
Good Start Soy (Gerber)	12.9 oz	= 1 can
Parent's Choice Soy (Walmart)	22 oz	= 1.5 cans
Tippy Toes Soy	22 oz	= 1.5 cans

<p>Example 1: WIC account has 10 cans</p> <p>At the store you find: Parent's Choice Advantage 23.2 oz cans, Enfamil NeuroPro Infant 28.3 oz & Good Start Gentle 12.7 oz</p>	<p>Exchange rate: 1 can of Parent's Choice Advantage 23.2 oz = 2 cans equivalent 1 can of Enfamil NeuroPro Infant 28.3 oz = 2.5 cans equivalent 1 can of Good Start Gentle 12.7 oz = 1 can equivalent</p> <p><i>*Add the exchange rates of the formula to equal 10 cans (dependent on size and brand)</i></p> <p>You buy: Equivalent can amount 2 cans of Enfamil would equal 2.5 + 2.5 = 5 cans equivalents 1 can of Parent's Choice would equal 2 = 2 cans equivalents 3 cans of Good Start would equal 1 + 1 + 1 = 3 cans</p> <p><i>Add the Exchange Rates together: 5 + 2 + 3 and it equals 10 cans</i> Leaves the store with two Enfamil NeuroPro Infant 28.3 oz size cans, one Parent's Choice Advantage 23.2 oz sized cans and three Good Start Gentle 12.7 oz cans</p>
<p>Example 2: WIC account has 7 cans</p> <p>At the store you find: Enfamil Gentlease 27.7 oz cans & Enfamil Gentlease 12.4 oz cans</p>	<p>Exchange rate: 1 can of Enfamil Gentlease 27.7 oz = 2 cans equivalent 1 can of Enfamil Gentlease 12.4 oz = 1 can equivalent</p> <p><i>*Add the exchange rates of the formula to equal 7 cans (dependent on size and brand)</i></p> <p>You buy: Equivalent can amount 3 cans of Enfamil 27.7 oz would equal 2 + 2 + 2 = 6 cans equivalents 1 can of Enfamil 12.4 oz would equal 1 = 1 can equivalent</p> <p><i>Add the Exchange Rates together: 6 + 1 and it equals 7 cans</i> Leaves the store with three Enfamil Gentlease 27.7 oz size cans and one Enfamil Gentlease 12.4 oz can</p>