



INFANT FORMULAS: Contract Standard
Provided by the Wisconsin WIC Program to Partially Breastfed and Fully Formula Fed Infants (Birth to 12 Months of Age)
Abbott products available January 2021

Formula	Use	Protein Sources	CHO Sources	Fat Sources	Product Form, Size, Amount	By Age, Maximum Number Cans Per Month and Prepared Ounces Per Day ¹					
						0-3 Mos		4-5 Mos		6-11 Mos ²	
						cans	oz	cans	oz	cans	oz
Good Start Gentle® Gerber	Use: Cow's milk-based infant formula for routine feeding in infants with normal GI tracts. Contains probiotic: <i>B. lactis</i> cultures. Powder contains 2'-FL Human Milk Oligosaccharide (HMO) Standard Dilution: 20 kcal/fl oz 1 scoop to 2 oz water	(8% kcal) Non-hydrolyzed whey and casein proteins: 70:30 (whey to casein ratio)	(46% kcal) Lactose	(46% kcal) Vegetable oils (palm olein, soy, coconut, high oleic sunflower or safflower); DHA, ARA	Powder ³ 12.7 oz can 92 fl oz	9	27	10	30	7	21
Good Start GentlePro® Gerber	Use: Partially hydrolyzed cow's milk-based infant formula for routine feeding in infants with normal GI tracts. Contains probiotic: <i>B. lactis</i> cultures. Powder contains 2'-FL Human Milk Oligosaccharide (HMO) Standard Dilution: 20 kcal/fl oz 1 scoop to 2 oz water	(9% kcal) 100% whey partially hydrolyzed	(45% kcal) Lactose, corn maltodextrin	(46% kcal) Vegetable oils (palm olein, soy, coconut, high oleic sunflower or safflower); DHA, ARA	Concentrate 8.1 oz carton 16.2 fl oz Ready to Feed ³ 4 pack of 8.45 oz cartons 33.8 fl oz	50	26	55	29	39-38	20
Good Start Soothe® Gerber	Use: Cow's milk-based infant formula; low-lactose. For routine feeding in infants with normal GI tracts; for infants with excessive crying, colic, fussiness, and frequent spit-ups. Contains probiotic <i>L. reuteri</i> cultures. Powder contains 2'-FL Human Milk Oligosaccharide (HMO) Standard Dilution: 20 kcal/fl oz 1 scoop to 2 oz water	(8% kcal) Non-hydrolyzed whey and casein proteins: 70:30 (whey to casein ratio)	(46% kcal) Lactose, corn maltodextrin	(46% kcal) Vegetable oils (palm olein, soy, coconut, high oleic sunflower or safflower); DHA, ARA	Powder ³ 12.4 oz can 90 fl oz	9	27	10	30	7	21

Good Start Soy® Gerber	Use: Partially hydrolyzed soy-based infant formula for babies with milk or lactose intolerance, fussiness, and gas. Milk-free, lactose-free; Kosher Pareve, Halal. Standard Dilution: 20 kcal/fl oz 1 scoop to 2 oz water Caution: Documented cow's milk protein-induced enteropathy or enterocolitis, preterms who weigh <1800 gm. No proven value in prevention of atopic disease or colic.	(10% kcals) Partially hydrolyzed soy protein isolate	(44% kcals) corn maltodextrin, sucrose	(46% kcals) Vegetable oils (palm olein, soy, coconut, high oleic sunflower or safflower); DHA, ARA	Pow der ³ 12.9 oz. can 91 fl oz.	9	27	10	30	7	21
					Concentrate 8.1 oz carton 16.2 fl oz	50	26	55	29	39-38	20
					Ready to Feed 4 pack of 8.45 fl oz carton 33.8 fl oz	25	28	27	30	19	21
Similac Advance Abbott Nutrition (available 1/2021)	Use: Nutritionally complete cow's milk-based, iron fortified infant formula for routine feeding in infants with normal GI tracts. Contains OptiGRO™, an exclusive blend of DHA, lutein and vitamin E. Standard Dilution: 20 kcal/fl oz, 1 scoop to 2 oz. water	(8% kcals) Intact cow's milk protein	(42% kcals) Lactose, Prebiotic: galactooligosaccharides	(50% kcals) High oleic safflower, soy, and coconut oils (0.15% DHA; 0.40% ARA) Oil ratio: 40:30:29	Pow der 12.4 oz. can 90 fl oz	9	27	10	30	7	21
					Concentrate 13 fl oz. carton 26 fl oz.	31	26	34	29	24	20
					Ready to Feed 32 fl oz.	26	27	28	29	20	21
Similac Soy Isomil Abbott Nutrition (available 1/2021)	Use: Nutritionally complete soy-based infant formula for infants with feeding problems such as fussiness and gas; for infants whose parents choose a milk-free formula as a first feeding or as a supplement to breastfeeding; and for infants of vegetarian families. A lactose-free feeding for infants with disorders for which lactose should be avoided, including lactase deficiency, lactose intolerance, and galactosemia. Contains OptiGRO™, an exclusive blend of DHA, lutein and vitamin E. Standard Dilution: 20 kcal/fl oz, 1 scoop to 2 oz. water	(10% kcals) Soy protein isolate, L-methionine	(41% kcals) Corn syrup, sugar, (Ratio: 80:20) Prebiotic: fructooligosaccharides	(49% kcals) High oleic safflower, soy, and coconut oils (0.15% DHA, 0.40% ARA) Oil ratio: 40:30:29	Pow der 12.4 oz. can 90 fl. oz.	9	27	10	30	7	21
					Concentrate 13 fl. oz. carton 26 fl. oz.	31	26	34	29	24	20
					Ready to Feed 32 fl. oz.	26	27	28	29	20	21
Similac Total Comfort Abbott Nutrition (available 1/2021)	Use: Nutritionally complete infant formula with partially hydrolyzed whey protein as an alternative to standard intact protein, milk-based formulas. For mild tolerance symptoms such as fussiness and gas due to lactose sensitivity. Contains OptiGRO™, an exclusive blend of DHA, Lutein, and Vitamin E. Standard Dilution: 20 kcal/fl oz., 1 scoop to 2 oz. water	(9% kcals) Whey protein hydrolysate	(42% kcals) Maltodextrin, sugar, (Ratio: 80:20) Prebiotic: galactooligosaccharides	(49% kcals) High oleic safflower, soy and coconut oils (0.15% DHA, 0.40% ARA) Oil ratios: 40:30:29	Pow der 12.6 oz. can 90 fl. oz.	9	27	10	30	7	21

Similac for Spit Up Abbott Nutrition (available 1/2021)	Use: Nutritionally complete milk-based formula with added rice starch to help reduce frequent spit up. Suitable for lactose sensitivity. Contains OptiGRO™, an exclusive blend of DHA, lutein and vitamin E. Standard Dilution: 20 kcal/fl oz., 1 scoop to 2 oz. water	(9% kcals) Milk Protein Isolate	(42% kcals) Corn syrup, rice starch, sugar(Ratio: 50:30:20) Prebiotic: galactooligosaccharides	(49% kcals) High oleic safflower oil, soy oil, coconut oil (0.15% DHA, 0.40% ARA) Oil ratios: 40:30:29	Powder 12.5 oz. can 90 fl. oz.	9	27	10	30	7	21
Similac Sensitive Abbott Nutrition (available 1/2021)	Use: Nutritionally complete infant feeding that is an alternative to standard milk-based formulas. For mild tolerance symptoms such as fussiness and gas due to lactose sensitivity. Suitable for infants with lactose sensitivity. Contain OptiGRO™, an exclusive blend of DHA, lutein, and vitamin E. Standard Dilution: 20 kcal/fl oz., 1 scoop to 2 oz. water	(9% kcals) Milk protein isolate	(42% kcals) Maltodextrin, sugar(Ratio:80:20) Prebiotic: galactooligosaccharides	(49% kcals) High oleic safflower, soy, and coconut oils (0.15% DHA, 0.40% ARA) Oil ratio: 40:30:29	Powder 12.5 oz. can 90 fl. oz.	9	27	10	30	7	21
Ready to Feed 32 fl. oz.						26	27	28	29	20	21

¹Partially breastfed babies receive less formula; the amount is adjusted to help mothers maintain an adequate milk supply.

²Infants 6-11 months of age may receive the same monthly maximum as infants 4 through 5 months of age when infant foods are contraindicated for medical reasons.

³Infant cases with serious infections secondary to *Enterobacter sakazakii* have been reported in the literature that were traced back to powdered infant formulas contaminated with this organism. Preterm infants and those with underlying medical conditions may be at higher risk of developing infection. FDA recommends sterile, commercial Ready-To-Feed formulas (RTF) for immunocompromised infants including preterm infants. WIC routinely provides cans of powdered formula. RTF standard formula may be provided when the local WIC Project RD verifies that the water supply is unsafe to drink, if the caregiver has difficulty mixing powder or concentrate properly, if RTF better accommodates the participant's condition (e.g., immunocompromised), or if RTF improves the participant's compliance in consuming the prescribed formula.

Go to: www.dhs.wisconsin.gov/wic/nonDiscrimination.htm for the U.S. Department of Agriculture non-discrimination statement.