

Wisconsin WIC Approved Formula Substitutions List



April 3, 2023

2 Steps to Using WIC Powder Formulas Benefits:

1. Buy Similac WIC size formulas.
2. If Similac WIC sizes are not available, buy other Similac formulas. **These formulas will not be WIC-approved beginning May 1, 2023.**

Click the link for your formula:

- [Similac Advance](#)
- [Similac Total Comfort](#)
- [Similac Sensitive](#)
- [Other](#)

Tips Before You Shop:

- Scan the product with your Wisconsin MyWIC App to confirm before checking out at the register.
- If you have a problem or the formula is not allowed, ask the cashier to remove it. WIC is not able to repay you for formula you choose to buy with another payment.

For powdered formula, the number of containers removed from your benefits depends on the container size you buy.

12 – 23.9 oz
powder
container

= **1 container** from your benefits

24 oz powder
container or
more

= **2 containers** from your benefits

If your benefits say this: Similac Advance 12.4 oz powder

Step 1: Buy Similac WIC size formulas.

Similac Advance 

12.4 oz powder



Step 2: If Similac WIC Sizes are not available, buy other Similac formulas. These formulas will not be WIC-approved beginning May 1, 2023.

Similac Advance 
Not WIC-approved May 1, 2023

30.8 oz powder (= 2 containers)



Similac Pro-Advance 
Not WIC-approved May 1, 2023

30.8 oz powder (= 2 containers)



Similac 360 Total Care 
Not WIC-approved May 1, 2023

20.6 oz powder
30.8 oz powder (= 2 containers)



Similac Pure Bliss, [Imported](#) 
Not WIC-approved May 1, 2023

*Lower in calories than Similac Advance. Talk with your healthcare provider.

24.7 oz/700 g powder (=2 containers)



Similac Infant, [Imported](#) 
Not WIC-approved May 1, 2023

*Lower in calories and iron than Similac Advance. Talk with your healthcare provider.

30 oz/850 g powder (=2 containers)



If your benefits say this: Similac Total Comfort 12.6 oz powder

Step 1: Buy Similac WIC size formulas.

Similac Total Comfort   12.6 oz powder



Step 2: If Similac WIC Sizes are not available, buy other Similac formulas. These formulas will not be WIC-approved beginning May 1, 2023.

Similac Pro Total Comfort   29.8 oz powder (= 2 containers)
Not WIC-approved May 1, 2023



Similac Total Comfort, [Imported](#) 28 oz/820 g powder (=2 containers)
Not WIC-approved May 1, 2023



For specific directions, follow the manufactures' instructions.

*Lower in iron. Talk with your healthcare provider.

If your benefits say this: Similac Sensitive 12.5 oz powder

Step 1: Buy Similac WIC size formulas.

Similac Sensitive  

12.5 oz powder



Step 2: If Similac WIC Sizes are not available, buy other Similac formulas. These formulas will not be WIC-approved beginning May 1, 2023.

Similac Pro-Sensitive  
Not WIC-approved May 1, 2023

29.8 oz powder (= 2 containers)



Similac Sensitive  
Not WIC-approved May 1, 2023

29.8 oz powder (=2 containers)



Similac 360 Total Care Sensitive  
Not WIC-approved May 1, 2023

20.1 oz powder
30.2 oz powder (= 2 containers)



The formulas in this table were not affected by the recall but WIC is offering additional options to assist families in finding formula at the store.

If your benefits say:	You can purchase one of these formulas:
<p>Similac Advance   32 oz Ready-to-Feed</p> 	<p>Step 1: Buy Similac WIC Sizes.</p> <p>Similac Advance   32 oz Ready-to-Feed</p>  <p>Step 2: Buy other Similac formulas.</p> <p>Similac 360 Total Care   Ready-to-Feed 6 pack 32 oz Ready-to-Feed Not WIC-approved May 1, 2023</p> 
<p>Similac Sensitive   32 oz Ready-To-Feed</p> 	<p>Step 1: Buy Similac WIC sizes.</p> <p>Similac Sensitive   32 oz Ready-To-Feed</p>  <p>Step 2: Buy other Similac formulas.</p> <p>Similac 360 Total Care   Sensitive Ready-To-Feed 6 pack Not WIC-approved May 1, 2023</p>  <p>Similac 360 Total Care   Sensitive 32 oz Ready-To-Feed Not WIC-approved May 1, 2023</p> 
<p>Nutramigen with Enflora LGG 12.6 oz powder</p> 	<p>Nutramigen with Enflora LGG 19.8 oz powder 27.8 oz powder (= 2 containers)</p> 

<p>Enfamil NeuroPro EnfaCare 13.6 oz powder</p> <p>U^D M^M</p> 	<p>Enfamil NeuroPro EnfaCare 23 oz powder</p> 
<p>Similac NeoSure Powder 13.1 powder</p> <p>U^D M^M</p> 	<p>Similac NeoSure Powder 22.8 oz powder</p> 
<p>Similac Isomil Soy 12.4 oz powder</p> <p>U^{DE} M^M</p> 	<p>Similac Isomil Soy U^{DE} M^M 30.8 oz powder (=2 containers) Not WIC-approved May 1, 2023</p> 

Imported formulas

For specific directions, follow the manufactures' instructions.

Helpful facts about imported baby formula

For most babies, it is fine to switch to any available formula during the shortage. But if you use imported baby formula, keep the following in mind:

Some labels use "stages" for age groups.



Make sure to use the scoop that comes with the imported formula. Be sure to use the correct number of scoops.



Milliliters (mls) are used instead of ounces (oz).
30 mls = 1 oz.



You may see "teat" referred to instead of the bottle's nipple.

Read labels carefully and contact your pediatrician with any questions.

Learn more at HealthyChildren.org

 healthychildren.org
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