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...

<table>
<thead>
<tr>
<th>Size of Containers</th>
<th>Will use this many cans of your “Substitute Formula” benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.4 – 12.9oz</td>
<td>= 1 can</td>
</tr>
<tr>
<td>19.4 – 22.2oz</td>
<td>= 1.5 cans</td>
</tr>
<tr>
<td>23.2 – 27.7oz</td>
<td>= 2 cans</td>
</tr>
<tr>
<td>28.3 – 33.2oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>34 - 35oz</td>
<td>= 3 cans</td>
</tr>
</tbody>
</table>

### Alternative Powder Formula Options

<table>
<thead>
<tr>
<th>Similar Advance Substitutions</th>
<th>Size of Containers</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bubs Organic Grass Fed Infant Stage 1 (0-6 M) -Imported</td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>Bubs Organic Grass Fed Follow-on Formula Stage 2 (6-12 M) -Imported</td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>Bubs Goat Milk Infant Formula Stage 1 (0-6 M) -Imported</td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>Bubs Goat Milk Follow-on Formula Stage 2 (6-12 M) -Imported</td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>Bubs Supreme A2 Beta-Casein Protein Infant Formula Stage 1 (0-6 M) - Imported</td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>Bubs Supreme A2 Beta-Casein Protein Follow-on Formula Stage 2 (6-12 M) - Import</td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td>Comforts Infant (Kroger)</td>
<td>22.2 oz</td>
<td>= 1.5 cans</td>
</tr>
<tr>
<td>Comforts Advantage (Kroger)</td>
<td>23.2 oz</td>
<td>= 2 cans</td>
</tr>
</tbody>
</table>

WIC is an equal opportunity provider.
<table>
<thead>
<tr>
<th>Brand</th>
<th>Size of Containers</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enfamil Infant (Mead Johnson)</strong></td>
<td>12.5 oz, 21.1 oz, 29.4 oz</td>
<td>= 1 can, = 1.5 cans, = 2.5 cans</td>
</tr>
<tr>
<td><strong>Enfamil NeuroPro Infant (Mead Johnson)</strong></td>
<td>20.7 oz, 28.3 oz, 2x15.7 oz/31.4 oz (refill box)</td>
<td>= 1.5 cans, = 2.5 cans, = 2.5 cans</td>
</tr>
<tr>
<td><strong>Enfamil Enspire (Mead Johnson)</strong></td>
<td>20.5 oz, 27.4 oz, 2x15 oz /30 oz (refill box)</td>
<td>= 1.5 cans, = 2 cans, = 2.5 cans</td>
</tr>
<tr>
<td><strong>Kendamil First Infant Milk Organic (Kendal Nutricare) (0-6 M) - Imported</strong></td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td><strong>Kendamil First Infant Milk Goat (Kendal Nutricare) (0-6 M) – Imported</strong></td>
<td>28.2 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td><strong>Kendamil First Infant Whole Milk (Kendal Nutricare) (0-12 M) – Imported</strong></td>
<td>31.75 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td><strong>Good Start Gentle (Gerber)</strong></td>
<td>12.7 oz</td>
<td>= 1 can</td>
</tr>
<tr>
<td><strong>Good Start A2 (Gerber)</strong></td>
<td>20 oz</td>
<td>= 1.5 cans</td>
</tr>
<tr>
<td><strong>NAN Pro 1 (Nestle/Gerber)</strong></td>
<td>12.7 oz (800 g) 28.2 oz</td>
<td>= 1 can, = 2.5 cans</td>
</tr>
<tr>
<td><strong>Parent’s Choice Advantage (Walmart)</strong></td>
<td>12.4 oz, 23.2 oz, 35 oz</td>
<td>= 1 can, = 2 cans, = 3 cans</td>
</tr>
<tr>
<td><strong>Parent’s Choice Infant (Walmart)</strong></td>
<td>12.5 oz, 22.2 oz, 36 oz</td>
<td>= 1 can, = 1.5 cans, = 3 cans</td>
</tr>
<tr>
<td><strong>Signature Care Advantage (Safeway/ Albertsons)</strong></td>
<td>23.2 oz, 35 oz</td>
<td>= 2 cans, = 3 cans</td>
</tr>
<tr>
<td><strong>Signature Care Infant (Safeway/ Albertsons)</strong></td>
<td>22.2 oz, 35 oz</td>
<td>= 2 cans, = 3 cans</td>
</tr>
<tr>
<td><strong>Similac Advance (Abbott)</strong></td>
<td>30.8 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td><strong>Similac Pro Advance (Abbott)</strong></td>
<td>30.8 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td><strong>Similac 360 Total Care (Abbott)</strong></td>
<td>30.8 oz</td>
<td>= 2.5 cans</td>
</tr>
<tr>
<td><strong>Similac Pure Bliss (Abbott)</strong></td>
<td>24.7 oz</td>
<td>= 2 cans</td>
</tr>
<tr>
<td><strong>Tippy Toes Infant</strong></td>
<td>22.2 oz, 35 oz</td>
<td>= 2 cans, = 3 cans</td>
</tr>
<tr>
<td><strong>Tippy Toes Advantage</strong></td>
<td>23.2 oz, 35 oz</td>
<td>= 2 cans, = 3 cans</td>
</tr>
</tbody>
</table>
| Comforts Sensitivity (Kroger) | 22.5 oz | 33.2 oz | = 1.5 cans  
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>= 2.5 cans</th>
</tr>
</thead>
</table>
| Enfamil NeuroPro Gentlelease (Mead Johnson) | 12.4 oz | 19.5 oz | 27.4 oz | 2x15.2 oz/30.4 oz (refill box) | 2x17.6 oz/35.2 oz (refill box) | = 1 can  
|                                      |         |         | = 1.5 cans | = 2 cans | = 2.5 cans | = 3 cans |
| Enfamil NeuroPro Sensitive (Mead Johnson) | 19.5 oz | = 1.5 cans |
| Parent’s Choice Sensitivity (Walmart) | 12 oz | 19.8 oz | 34 oz | = 1 can  
|                                      |         |         | = 1.5 cans | = 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 | 33.2 oz | = 1.5 cans  
|                                      |         |         | = 2.5 cans |

### Similac for Spit Up® Substitutions

<table>
<thead>
<tr>
<th>Size of Containers</th>
<th>Exchange Rate</th>
</tr>
</thead>
</table>
| 12.9 oz | = 1 can  
| 19.5 oz | = 1.5 cans | 2x15.2 oz/30.4 oz (refill box) | = 2 cans | 2x17.6 oz/35.2 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

<table>
<thead>
<tr>
<th>Size of Containers</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comforts Gentle (Kroger)</td>
<td>21.5 oz</td>
</tr>
</tbody>
</table>
| Enfamil Gentlelease (Mead Johnson) | 12.4 oz | 19.9 oz | 27.7 oz | = 1 can  
|                                      |         |         | = 1.5 cans | = 2 cans |
| Enfamil Reguline (Mead Johnson) | 12.4 oz | 19.5 oz | = 1 can  
| Good Start Gentle Pro (Gerber) | 20 oz | 32 oz | = 1.5 cans  
|                                      |         |         | = 2.5 cans |
| Good Start SoothePro (Gerber) | 12.4 oz | 19.4 oz | 30.6 oz | = 1 can  
|                                      |         |         | = 1.5 cans | = 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 |

**Similac Alimentum® & Similac Elecare and/or Jr®**

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

<table>
<thead>
<tr>
<th>Similac Soy Isomil® Substitutes</th>
<th>Size of Containers</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comforts Soy (Kroger)</td>
<td>22 oz</td>
<td>= 1.5 cans</td>
</tr>
<tr>
<td>Enfamil Soy Prosobee (Mead Johnson)</td>
<td>12.9 oz</td>
<td>= 1 can</td>
</tr>
<tr>
<td></td>
<td>22 oz</td>
<td>= 1.5 cans</td>
</tr>
<tr>
<td>Good Start Soy (Gerber)</td>
<td>12.9 oz</td>
<td>= 1 can</td>
</tr>
<tr>
<td>Parent’s Choice Soy (Walmart)</td>
<td>22 oz</td>
<td>= 1.5 cans</td>
</tr>
<tr>
<td>Tippy Toes Soy</td>
<td>22 oz</td>
<td>= 1.5 cans</td>
</tr>
</tbody>
</table>
Example 1:
WIC account has 10 cans

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

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

*Add the exchange rates of the formula to equal 10 cans (dependent on size and brand)

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

Add the Exchange Rates together: 5 + 2 + 3 and it equals 10 cans
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

Example 2:
WIC account has 7 cans

At the store you find:
Enfamil Gentlease 27.7 oz cans & Enfamil Gentlease 12.4 oz cans

Exchange rate:
1 can of Enfamil Gentlease 27.7 oz = 2 cans equivalent
1 can of Enfamil Gentlease 12.4 oz = 1 can equivalent

*Add the exchange rates of the formula to equal 7 cans (dependent on size and brand)

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

Add the Exchange Rates together: 6 + 1 and it equals 7 cans
Leaves the store with three Enfamil Gentlease 27.7 oz size cans and one Enfamil Gentlease 12.4 oz can