

Approved Formulas List  
for California Women,  
Infants and Children (WIC)  
Program Families

# Powder Formulas



September 21, 2022

## 3 Steps to Using WIC Powder Formulas Benefits.

 **Step 1:** Buy Similac WIC size formulas  
([see page 2](#)).

**Step 2:** If Similac WIC sizes are not available,  
buy other Similac formulas ([see page 3](#)).

**Step 3:** If listed Similac products are not available,  
buy formulas from other brands ([see page 4](#)).



# Shopping Tips:

- Shop at WIC approved grocers. Find WIC grocers at [MyFamily.WIC.ca.gov](http://MyFamily.WIC.ca.gov).
- Scan the product with [your California WIC App](#) to confirm it is approved before checking out at the register.
- Check your receipt. Larger containers will use more of your benefits because they make more formula.
- When the amount or type of Similac you want to buy is not available, buy a combination of formula brands.

## Step 1: Choose Similac WIC size formulas listed below.

Similac WIC Size Formula	Number of Cans Used in Benefit Balance
Similac Advance Powder 12.4 oz	1
Similac Sensitive Powder 12.5 oz	1



**Step 2: If Similac WIC sizes are not available, you may buy any of the Similac formulas listed below.**

Other Similac Formula	Number of Cans Used in Benefit Balance
Similac Advance Powder 20.6 oz	1
Similac Advance Powder 30.8 oz	2
Similac Pro-Advance Powder 20.6 oz	1
Similac Pro-Advance Powder 30.8 oz	2
Similac 360 Total Care Powder 30.3 oz	2
Similac 360 Total Care Powder 30.8 oz	2
Similac Total Comfort Stage 1 Powder 820g	2
Similac Pro-Total Comfort Powder 20.1 oz	1
Similac Pro-Total Comfort Powder 29.8 oz	2
Similac Sensitive Powder 20.1 oz	1
Similac Sensitive Powder 29.8 oz	2
Similac Pro-Sensitive Powder 20.1 oz	1
Similac Pro-Sensitive Powder 29.8 oz	2
Similac 360 Total Care Sensitive Powder 30.2 oz	2



**Step 3: If you cannot find the listed Similac formulas, you may buy any of the other formulas listed below.**

Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Aptamil	Aptamil Gold+ Powder 900g	2
Bellamy's Organic	Bellamy's Organic Organic Infant Formula Step 1 Powder 900g	2
	Bellamy's Organic Organic Follow-On Formula Step 2 Powder 900g	2
Bubs	Bubs Organic Grass Fed Infant Formula Stage 1 Powder 800g	2
	Bubs Organic Grass Fed Follow-On Formula Stage 2 Powder 800g	2
	Bubs Easy-digest Goat Milk Infant Formula Stage 1 Powder 800g	2
	Bubs Easy-digest Goat Milk Follow-On Formula Stage 2 Powder 800g	2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Bubs</b>	Bubs Supreme A2 Beta-Casein Protein Infant Formula Stage 1 Powder 800g	2
	Bubs Supreme A2 Beta-Casein Protein Follow-On Formula Stage 2 Powder 800g	2
<b>Care A2+</b>	Care A2+ Infant Formula Powder 28.2 oz	2
<b>Comforts</b>	Comforts Advantage Powder 23.2 oz	1
	Comforts Advantage Powder 35 oz	2
	Comforts Advantage Premium Powder 34 oz	2
	Comforts Infant Formula Powder 34 oz	2
	Comforts Sensitivity Powder 22.5 oz	1
	Comforts Sensitivity Powder 33.2 oz	2
	Comforts Sensitivity Premium Powder 33.2 oz	2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Earth's Best</b>	Earth's Best Organic Powder 21 oz	1
	Earth's Best Organic Powder 32 oz	2
	Earth's Best Organic Sensitivity Powder 21 oz	1
	Earth's Best Organic Sensitivity Powder 32 oz	2
	Earth's Best Organic Gentle Powder 21 oz	1
<b>Enfamil</b>	Enfamil Infant Powder 12.5 oz	1
	Enfamil Infant Powder 21.1 oz	1
	Enfamil Infant Powder 29.4 oz	2
	Enfamil NeuroPro Infant Powder 20.7 oz	1
	Enfamil NeuroPro Infant Powder 28.3 oz	2
	Enfamil NeuroPro Infant Powder 31.4 oz	2



**Brand****Formula  
Types & Sizes****Number of Cans Used  
in Benefit Balance****Enfamil**Enfamil NeuroPro Infant  
Powder 36.4 oz

2

Enfamil Enspire Powder  
20.5 oz

1

Enfamil Enspire Powder  
27.4 oz

2

Enfamil Enspire Powder  
30 oz

2

Enfamil Organic Infant  
Powder 19.5 oz

1

Enfamil Gentlease  
Powder 12.4 oz

1

Enfamil Gentlease  
Powder 19.9 oz

1

Enfamil Gentlease Powder  
27.7 oz

2

Enfamil NeuroPro  
Gentlease Powder  
19.5 oz

1

Enfamil NeuroPro  
Gentlease Powder  
27.4 oz

2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
	Enfamil NeuroPro Gentlease Powder 30.4 oz	2
	Enfamil NeuroPro Gentlease Powder 35.2 oz	2
	Enfamil Enspire Gentlease Powder 19.5 oz	1
	Enfamil Enspire Gentlease Powder 29 oz	2
Enfamil	Enfamil NeuroPro Sensitive Powder 19.5 oz	1
	Enfamil NeuroPro Sensitive Powder 29.4 oz	2
	Enfamil Reguline Powder 12.4 oz	1
	Enfamil Reguline Powder 19.5 oz	1
	Enfamil A.R. Powder 12.9 oz	1
	Enfamil A.R. Powder 19.5 oz	1





Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Enfamil</b>	Enfamil A.R. Powder 27.4 oz	2
	Enfamil A.R. Powder 30.4 oz	2
<b>Gerber</b>	Gerber Good Start Gentle Infant Powder 12.7 oz	1
	Gerber Good Start GentlePro Powder 20 oz	1
	Gerber Good Start GentlePro Powder 32 oz	2
	Gerber Good Start Soothe Pro Powder 12.4 oz	1
	Gerber Good Start Soothe Pro Powder 19.4 oz	1
	Gerber Good Start Soothe Pro Powder 30.6 oz	2
	Gerber Good Start Gentle Powder 27 oz	2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Happy Baby Organic	Happy Baby Organic Stage 1 Powder 12 oz	1
	Happy Baby Organic Stage 1 Powder 21 oz	1
	Happy Baby Organic Stage 2 Powder 21 oz	1
	Happy Baby Organic Sensitive Stage 1 Powder 21 oz	1
Kendamil	Kendamil Classic First Infant Milk Stage 1 Powder 900g	2
	Kendamil First Infant Formula with Iron Powder 800g	2
	Kendamil Organic First Infant Milk Stage 1 Powder 800g	2
	Kendamil Goat First Infant Milk Stage 1 Powder 800g	2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Nestlé</b>	Nestlé NAN 1 Pro Infant Powder 12.7 oz	1
	Nestlé NAN 1 Pro Infant Powder 28.2 oz	2
	Nestlé NAN Supreme Pro 1 Powder 800g	2
	Nestlé NAN Supreme Pro 2 Powder 800g	2

<b>O Organics</b>	O Organics Infant Formula Powder 23.2 oz	1
	Parent's Choice Infant Powder 12.5 oz	1
	Parent's Choice Infant Powder 22.2 oz	1
	Parent's Choice Infant Powder 36 oz	2
	Parent's Choice Advantage Powder 12.4 oz	1
	Parent's Choice Advantage Powder 23.2 oz	1



**Brand****Formula  
Types & Sizes****Number of Cans Used  
in Benefit Balance****Parent's  
Choice**

Parent's Choice  
Advantage Powder 35 oz

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Parent's Choice Infant  
Organic Powder 23.2 oz

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Parent's Choice Tender  
Powder 32 oz

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Parent's Choice Gentle  
Powder 12 oz

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Parent's Choice Gentle  
Powder 21.5 oz

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Parent's Choice Gentle  
Powder 34 oz

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Parent's Choice Complete  
Comfort Powder 22.5 oz

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Parent's Choice Complete  
Comfort Powder 29.8 oz

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Parent's Choice  
Sensitivity Powder 12 oz

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Parent's Choice  
Sensitivity Powder  
22.5 oz

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Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Parent's Choice</b>	Parent's Choice Sensitivity Powder 34 oz	2
	Parent's Choice Added Rice Starch Powder 32.2 oz	2
<b>Signature Care</b>	Signature Care Infant Powder 22.2 oz	1
	Signature Care Infant Powder 34 oz	2
	Signature Care Infant Powder 35 oz	2
	Signature Care Advantage Powder 23.2 oz	1
	Signature Care Advantage Powder 35 oz	2
	Signature Care Advantage Premium Powder 23.2 oz	1
	Signature Care Advantage Premium Powder 34 oz	2
	Signature Care Gentle Powder 21.5 oz	1



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Signature Care	Signature Care Sensitivity Powder 22.5 oz	1
	Signature Care Sensitivity Premium Powder 22.5 oz	1
Simple Truth Organic	Simple Truth Organic Powder 23.2 oz	1
	Simple Truth Organic Powder 34 oz	2
Tippy Toes	Tippy Toes Infant Powder 22.2 oz	1
	Tippy Toes Infant Powder 35 oz	2
	Tippy Toes Advantage Powder 23.2 oz	1
	Tippy Toes Advantage Powder 35 oz	2
	Tippy Toes Advantage Premium Powder 23.2 oz	1
	Tippy Toes Advantage Premium Powder 34 oz	2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Tippy Toes	Tippy Toes Gentle Powder 21.5 oz	1
	Tippy Toes Gentle Powder 33.2 oz	2
	Tippy Toes Sensitivity Powder 22.5 oz	1
	Tippy Toes Sensitivity Plus Powder 33.2 oz	2
	Tippy Toes Sensitivity Premium Powder 22.5 oz	1
	Tippy Toes Sensitivity Premium Powder 33.2 oz	2
	Tippy Toes Added Rice Starch Powder 21.5 oz	1

Up & Up	Up & Up Infant Powder 22.2 oz	1
	Up & Up Infant Powder 35 oz	2
	Up & Up Advantage Powder 23.2 oz	1



**Brand****Formula  
Types & Sizes****Number of Cans Used  
in Benefit Balance**

Up & Up Advantage  
Powder 35 oz

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Up & Up Advantage  
Premium Powder 35 oz

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Up & Up Gentle Powder  
21.5 oz

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Up & Up Gentle Powder  
33.2 oz

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Up & Up Complete  
Comfort Powder 29.8 oz

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**Up & Up**

Up & Up Complete  
Comfort Premium Powder  
29.8 oz

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Up & Up Sensitivity  
Powder 22.5 oz

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Up & Up Sensitivity  
Powder 33.2 oz

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Up & Up Sensitivity  
Premium Powder 33.2 oz

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Up & Up Added Rice  
Starch Powder 32.2 oz

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Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Well Beginnings	Well Beginnings Infant Powder 22.5 oz	1
	Well Beginnings Infant Powder 35 oz	2
	Well Beginnings Advantage Powder 23.2 oz	1
	Well Beginnings Gentle Powder 21.5 oz	1
	Well Beginnings Sensitive Powder 22.5 oz	1



**California Department of Public Health, California WIC program**

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**1-888-942-9675 | [MyFamily.WIC.ca.gov](http://MyFamily.WIC.ca.gov)**

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