

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

Powder Formulas



Updated August 1, 2022 — WIC families unable to find their Similac formula can temporarily mix and match newly approved formulas in the list below.

- Shop at WIC approved grocers. Find WIC grocers at [MyFamily.WIC.ca.gov](https://www.MyFamily.WIC.ca.gov).
- Try to find your regular formula first.
- Scan the product with [your California WIC App](#) to confirm it is approved before checking out at the register.
- You can buy more than one kind of formula if it is on the list.
- Larger containers will use more of your benefits because they make more formula.

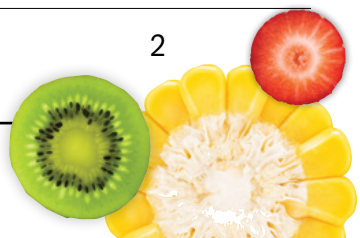


If your benefits say “Powder Formulas,” you can buy any of the 142 formulas listed below:

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

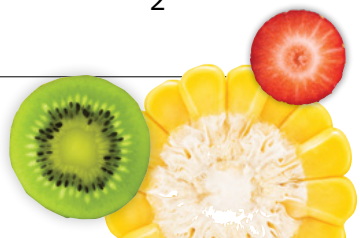


Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Bubs	Bubs Supreme A2 Beta-Casein Protein Infant Formula Stage 1 Powder 800g	2
	Bubs Supreme A2 Beta-Casein Protein Follow-On Formula Stage 2 Powder 800g	2
Care A2+	Care A2+ Infant Formula Powder 28.2 oz	2
	Comforts Advantage Powder 23.2 oz	1
Comforts	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
Earth's Best	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

Enfamil	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**

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 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

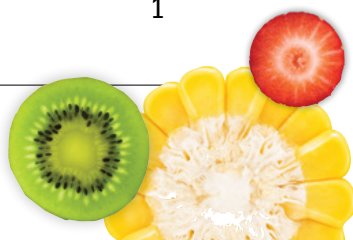
1

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
Enfamil	Enfamil A.R. Powder 27.4 oz	2
	Enfamil A.R. Powder 30.4 oz	2
Gerber	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
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Nestlé

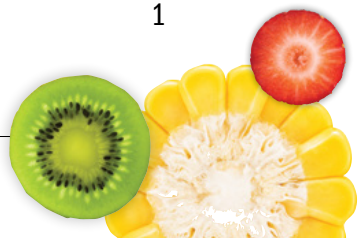
Nestlé NAN 1 Pro Infant Powder 12.7 oz	1
Nestlé NAN 1 Pro Infant Powder 28.2 oz	2
Nestlé NAN Supreme Pro 1 Powder 800g	2
Nestlé NAN Supreme Pro 2 Powder 800g	2

O Organics

O Organics Infant Formula Powder 23.2 oz	1
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Parent's Choice

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

2

Parent's Choice Infant
Organic Powder 23.2 oz

1

Parent's Choice Tender
Powder 32 oz

2

Parent's Choice Gentle
Powder 12 oz

1

Parent's Choice Gentle
Powder 21.5 oz

1

Parent's Choice Gentle
Powder 34 oz

2

Parent's Choice Complete
Comfort Powder 22.5 oz

1

Parent's Choice Complete
Comfort Powder 29.8 oz

2

Parent's Choice
Sensitivity Powder 12 oz

1

Parent's Choice
Sensitivity Powder
22.5 oz

1



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Parent's Choice	Parent's Choice Sensitivity Powder 34 oz	2
	Parent's Choice Added Rice Starch Powder 32.2 oz	2
Signature Care	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

Similac	Similac Advance Powder 12.4 oz	1
	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 Pro-Total Comfort Powder 20.1 oz	1



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Similac	Similac Pro-Total Comfort Powder 29.8 oz	2
	Similac Sensitive Powder 12.5 oz	1
	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 29.8 oz	2
Simply 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



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

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

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



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

Tippy Toes Sensitivity Premium Powder 33.2 oz	2
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Tippy Toes Added Rice Starch Powder 21.5 oz	1
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Up & Up

Up & Up Infant Powder 22.2 oz	1
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Up & Up Infant Powder 35 oz	2
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Up & Up Advantage Powder 23.2 oz	1
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Up & Up Advantage Powder 35 oz	2
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Up & Up Gentle Powder 21.5 oz	1
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Up & Up Gentle Powder 33.2 oz	2
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Up & Up Complete Comfort Powder 29.8 oz	2
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Up & Up Sensitivity Powder 22.5 oz	1
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Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Up & Up	Up & Up Sensitivity Powder 33.2 oz	2
	Up & Up Added Rice Starch Powder 32.2 oz	2
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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