

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

Substitutions for 12.4 oz Gentlease Powder Formula



Updated August 1, 2022 — WIC families unable to find their regular 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.

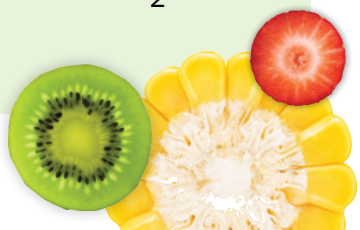


If your benefits say “12.4 oz Gentlease Powder,” you can buy any of the 57 formulas listed below:

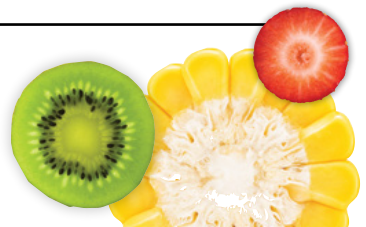
Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Bubs	Bubs Easy-digest Goat Milk Infant Formula Stage 1 Powder 800g	2
	Bubs Easy-digest Goat Milk Follow-On Formula Stage 2 Powder 800g	2
	Bubs Supreme A2 Beta-Casein Protein Infant Formula Stage 1 Powder 800g	2
	Bubs Supreme A2 Beta-Casein Protein Follow-On Formula Stage 2 Powder 800g	2
Comforts	Comforts Sensitivity Powder 22.5 oz	1
	Comforts Sensitivity Powder 33.2 oz	2
	Comforts Sensitivity Premium Powder 33.2 oz	2



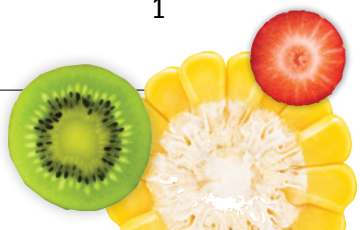
Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Earth's Best	Earth's Best Organic Sensitivity Powder 21 oz	1
	Earth's Best Organic Sensitivity Powder 32 oz	2
	Earth's Best Organic Gentle Powder 21 oz	1
Enfamil	Enfamil Gentlease Powder 12.4 oz	1
	Enfamil Gentlease Powder 19.9 oz	1
	Enfamil Gentlease Powder 27.7 oz	2
	Enfamil NeuroPro Gentlease Powder 19.5 oz	1
	Enfamil NeuroPro Gentlease Powder 27.4 oz	2
	Enfamil NeuroPro Gentlease Powder 30.4 oz	2
	Enfamil NeuroPro Gentlease Powder 35.2 oz	2



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



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Parent's Choice	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
	Parent's Choice Sensitivity Powder 34 oz	2
Signature	Signature Care Gentle Powder 21.5 oz	1
	Signature Care Sensitivity Powder 22.5 oz	1



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

Signature Care Sensitivity Premium Powder 22.5 oz 1

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

Similac Sensitive Powder 29.8 oz 2

Similac Pro-Sensitive Powder 20.1 oz 1

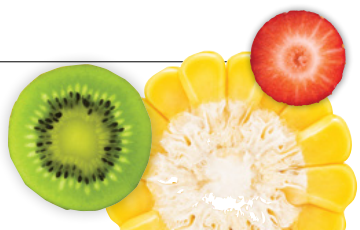
Similac Pro-Sensitive Powder 29.8 oz 2

Similac 360 Total Care Sensitive Powder 29.8 oz 2

Tippy Toes

Tippy Toes Gentle Powder 21.5 oz 1

Tippy Toes Gentle Powder 33.2 oz 2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Tippy Toes	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
Up & Up	Up & Up Gentle Powder 21.5 oz	1
	Up & Up Gentle Powder 33.2 oz	2
	Up & Up Complete Comfort Powder 29.8 oz	2
	Up & Up Sensitivity Powder 22.5 oz	1
	Up & Up Sensitivity Powder 33.2 oz	2



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