



Temporary Formula Substitutions

Effective February 1, 2023

Please visit www.VirginiaWIC.com for the most up-to-date information.

Virginia WIC is moving back to Similac!

To help participants during the formula shortage, Virginia WIC received approvals from USDA FNS (United State Department of Agriculture Food and Nutrition Service) and our formula contractor, Abbott Laboratories, that have allowed temporary substitute formula options.

These approvals will be ending soon so please note the following dates and upcoming changes-

February 28th, 2023

- Last day to purchase non-Similac brand infant formula temporary substitutes
- Last day to purchase RTF infant formula temporary substitutes
- Last day to purchase temporary size options for certain medical formulas
- Last day to purchase certain medical formula in stores

April 30th, 2023

- Last day to purchase Similac brand infant formula temporary substitutes

Unfortunately, Virginia WIC cannot approve ANY exceptions to these end dates or product approvals. Transactions for temporary substitutes will not go through after 11:59 PM on the dates listed above.

If you have any questions or concerns about changing your baby's formula, please contact their healthcare provider.

If you have any questions about your WIC benefits, please contact your WIC Office.

Details of specific temporary formula substitutes are listed on the following pages.



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You must buy the formula type and size listed on your WIC benefits.

If your benefits say:	You must purchase:
Similac Advance, 12.4 oz powder	 Similac Advance, 12.4 oz powder UPC- 070074559582
Similac Soy Isomil, 12.4 oz powder	 Similac Soy Isomil, 12.4 oz powder UPC- 070074559643
Similac Sensitive, 12.0 oz powder	 Similac Sensitive, 12.0 oz powder UPC- 078742032542
Similac Total Comfort, 12.0 oz powder	 Similac Total Comfort, 12.0 oz powder UPC- 070074686000

If you cannot find the formula listed on your WIC benefits, please follow these steps:

1. Purchase an approved Similac brand substitute formula.
2. If you cannot find any approved Similac brand substitutes, purchase another currently approved substitute formula.
3. If you cannot find any approved formula, please contact your WIC clinic.

If you cannot find the 12.4 oz size of Similac Advance, you can select one the following Similac brand substitutes until April 30, 2023:

Name	Size	Counts As	UPC
Similac Advance	20.6 oz powder	1 can	070074680859
	23.2 oz powder	1 can	070074533605
	30.8 oz powder	2 cans	070074585864
Similac Pro Advance	20.6 oz powder	1 can	070074680897
	23.2 oz powder	1 can	070074660806
	30.8 oz powder	2 cans	070074664385
Similac 360 Total Care	20.6 oz powder	1 can	070074680644
	30.8 oz powder	2 cans	070074681177

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If you cannot find the 12.4 oz size of Similac Soy Isomil, you can select the following Similac brand substitute formula until April 30, 2023:

Name	Size	Counts As	UPC
Similac Soy Isomil	30.8 oz powder	2 cans	070074677002

If you cannot find the 12.0 oz size of Similac Sensitive, you can select one the following Similac brand substitute formulas until April 30, 2023:

Name	Size	Counts As	UPC
Similac Sensitive	20.1 oz powder	1 can	070074680835
	22.5 oz powder	1 can	070074508184
	29.8 oz powder	2 cans	070074629520
Similac Pro Sensitive	20.1 oz powder	1 can	070074680910
	22.5 oz powder	1 can	070074660820
	29.8 oz powder	2 cans	070074664408
Similac 360 Total Care Sensitive	20.1 oz powder	1 can	070074680712
	30.2 oz powder	2 cans	070074681238

If you cannot find the 12.0 oz size of Similac Total Comfort, you can select one the following Similac brand substitute formulas until April 30, 2023:

Name	Size	Counts As	UPC
Similac Pro Total Comfort	20.1 oz powder	1 can	070074681085
	22.5 oz powder	1 can	070074669403
	29.8 oz powder	2 cans	070074669380
Similac Total Comfort Stage 1	28.9 oz powder	2 cans	8427030003795



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If you cannot find the 12.4 oz size of Similac Advance or ANY of the Similac brand substitutes, you can select one the following substitute formulas until February 28, 2023:

Name	Size	Counts As	UPC
Enfamil Infant	12.5 oz powder	1 can	300871365421
	21.1 oz powder	1 can	300875119761
	29.4 oz powder	2 cans	300875121276
Gerber Good Start Gentle	12.7 oz powder	1 can	050000216673
Parent's Choice Advantage	12.4 oz powder	1 can	078742058573
Parent's Choice Infant	12.5 oz powder	1 can	078742016610

If you cannot find the 12.4 oz Similac Soy Isomil or ANY of the Similac brand substitutes, you can select one of the following substitute formulas until February 28, 2023:

Name	Size	Counts As	UPC
Always My Baby Soy	22.0 oz powder	1 can	688267161186
Comforts Soy	22.0 oz powder	1 can	041260011030
Earth's Best Soy	21.0 oz powder	1 can	023923101081
Enfamil Prosoabee Simply Plant-based	12.9 oz powder	1 can	300871214415
	20.9 oz powder	1 can	300871214422
	32 fl oz RTF	¼ can	300875123645
	13 fl oz concentrate	¼ can	300871195417
Gerber Good Start Soy	12.9 oz powder	1 can	050000035304
	20.0 oz powder	1 can	050000137688
Parent's Choice Soy	22.0 oz powder	1 can	078742067407
Tippy Toes Soy	22.0 oz powder	1 can	036800416383



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If you cannot find the 12.0 oz Similac Sensitive or ANY of the Similac brand substitutes, you can select one of the following formulas until February 28, 2023:			
Name	Size	Counts As	UPC
Always My Baby Sensitivity	22.5 oz powder	1 can	688267184055
Comforts Sensitivity	22.5 oz powder	1 can	041260381188
	33.2 oz powder	2 cans	041260381232
Earth's Best Sensitivity	21.0 oz powder	1 can	023923100601
	23.2 oz powder	1 can	023923100602
	32.0 oz powder	2 cans	023923100771
	35.0 oz powder	2 cans	023923100770
Enfamil NeuroPro Sensitive	19.5 oz powder	1 can	300875124529
	29.4 oz powder	2 cans	300875124543
Happy Baby Sensitive	21.0 oz powder	1 can	819573014815
Parent's Choice Sensitive	12.0 oz powder	1 can	078742032542
	22.5 oz powder	1 can	078742067322
	34.0 oz powder	2 cans	078742032559
Signature Care Sensitivity	22.5 oz powder	1 can	079893002873
Similac Pro Sensitive	32 fl. oz. RTF	1 bottle	070074642543
	2 fl oz RTF, 12-pack	¾ bottle	070074675657
	8 fl oz RTF, 6-pack	1.5 bottle	070074675190
Similac 360 Total Care Sensitive	32 fl oz RTF	1 bottle	070074681610
	2 fl oz RTF, 12-pack	¾ bottle	070074681535
	8 fl oz RTF, 6-pack	1.5 bottle	070074681597
Tippy Toes Sensitivity	22.5 oz powder	1 can	036800419049
	33.2 oz powder	2 cans	036800449022



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If you cannot find the 12.0 oz Similac Total Comfort or ANY of the Similac brand substitutes, you can select one of the following formulas until February 28, 2023:

Name	Size	Counts As	UPC
Always My Baby Gentle	21.5 oz powder	1 can	688267184048
Comforts Gentle	33.2 oz powder	2 cans	041260381249
Earth's Best Gentle	21.0 oz powder	1 can	023923101071
Enfamil Enspire Gentlease	19.5 oz powder	1 can	300875123539
	29.0 oz powder	2 cans	300875123553
Enfamil Gentlease	12.4 oz powder	1 can	300875100691
	19.9 oz powder	1 can	300875119785
	27.7 oz powder	2 cans	300875121252
Enfamil NeuroPro Gentlease	19.5 oz powder	1 can	300875121191
	27.4 oz powder	2 cans	300875121214
	30.4 oz powder	2 cans	300875121238
	35.2 oz powder	2 cans	300875127506
	32 fl oz RTF	¼ cans	300875115626
Enfamil Reguline	12.4 oz powder	1 can	300875111321
	19.5 oz powder	1 can	300875111574
Gerber Good Start GentlePro	20.0 oz powder	1 can	050000265879
	32.0 oz powder	2 cans	050000472635
	8.25 fl oz RTF, 4-pack	¼ can	050000568710
Gerber Good Start SoothePro	12.4 oz powder	1 can	050000624003
	19.4 oz powder	1 can	050000487226
	30.6 oz powder	2 cans	050000494989
Parent's Choice Complete Comfort	22.2 oz powder	1 can	681131350198
	29.8 oz powder	2 cans	681131350204
Parent's Choice Gentle	12.0 oz powder	1 can	078742012650
	21.5 oz powder	1 can	078742067223
	34.0 oz powder	2 cans	078742022475
Signature Care Gentle	21.5 oz powder	1 can	079893002866
Similac Pro Total Comfort	32 fl oz RTF	¼ can	070074682259
Tippy Toes Gentle	21.5 oz powder	1 can	036800415584
	33.2 oz powder	2 cans	036800039728

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If your WIC benefits are for **Store-brand Hypoallergenic Infant Formula, 12.6 oz** You can purchase ANY of the following formulas:



Comforts Hypoallergenic

UPC: 041260385728
Sold at Kroger



Parent's Choice Hypoallergenic

UPC: 681131222518
Sold at Walmart



Tippy Toes Hypoallergenic

UPC: 036800441392
Sold at multiple stores

If you cannot find the 12.6 oz size, you can select the following sizes until February 28, 2023:

Name	Size	Counts As	UPC
Parent's Choice Hypoallergenic	19.8 oz powder	1 can	681131346795
	27.8 oz powder	2 cans	681131406734
Signature Care Hypoallergenic	19.8 oz powder	1 can	021130166169

Please note- these formulas are only available with an approved prescription from a healthcare provider.



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The following formulas can only be purchased retail until February 28, 2023. Beginning March 1, 2023, these formulas will only be available by delivery.



EleCare Infant
14.1 oz powder



Gerber Extensive HA
14.1 oz powder



PurAmino
14.1 oz powder

Please note- these formulas are only available with an approved prescription from a healthcare provider.



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If your WIC benefits are for **Enfamil Nutramigen LGG, 12.6 oz powder**,
You must buy the following formula:



Enfamil Nutramigen LGG 12.6 oz powder
UPC- 300871239418

If you cannot find the 12.6 oz size, you can select the following sizes until February 28, 2023:

Size	Counts As	UPC
19.8 oz	1 can	300871239456
27.8 oz	2 cans	300875122228

Please note- these formulas are only available with an approved prescription from a healthcare provider.

If your WIC benefits are for **Similac Alimentum, 32 fl oz RTF**,
You must buy the following formula:



Similac Alimentum 32 fl oz RTF
UPC- 070074575131

If you cannot find the 32 fl oz size, you can select the following size until February 28, 2023:

Size	Counts As	UPC
2 fl oz. RTF, 8-pack	½ bottle	070074676388

Please note- these formulas are only available with an approved prescription from a healthcare provider.



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If your WIC benefits are for **Similac NeoSure, 13.1 oz powder**,
You must buy the following formula:



Similac NeoSure 13.1 oz powder

UPC- 070074574318

If you cannot find the 13.1 oz size, you can select the following size until February 28, 2023:

Size	Counts As	UPC
22.8 oz	1 can	070074669243

Please note- these formulas are only available with an approved prescription from a healthcare provider.

If your WIC benefits are for **Similac NeoSure, 32 fl oz RTF**,
You must buy the following formula:



Similac NeoSure 32 fl oz RTF

UPC- 07007457561

If you cannot find the 32 fl oz size, you can select the following size until February 28, 2023:

Size	Counts As	UPC
2 fl oz. RTF, 8-pack	½ bottle	070074114842

Please note- these formulas are only available with an approved prescription from a healthcare provider.