



Available Formula Substitutions

Grocery Store Tips

- These formulas listed below are currently temporarily available for purchase with an eWIC card due to West Virginia's response to the infant formula supply shortage. This list will be frequently updated. If you find a product in the store you are uncertain about, scan it with your WICShopper app to confirm or contact your local WIC clinic to verify.
- If there is a problem at the register, please have the cashier remove the item and then contact your local WIC clinic. WIC is unable to reimburse you for any formula you buy with another payment method.
- **Remember: When switching formulas, it is best to only buy 1-2 cans at first until you know how your baby will tolerate the formula.**

12-24 ounce
powder
container

= 1 container
from your benefits

27 ounce or
larger powder
container

= 2 containers
from your benefits

Similac Advance

Similac Advance	
Comparable Similac Formulas	Similac Advance OptiGro - 20.6 oz. or 30.8 oz.
	Similac Pro Advance - 20.6 oz. or 30.8 oz.
	Similac 360 Total Care - 30.8 oz.
Comparable Mead Johnson Formulas	Enfamil Infant Formula - 12.5 oz., 21.1 oz., or 29.4 oz.
	Enfamil Enspire - 20.5 oz. or 27.4 oz.
	Enfamil NeuroPro Infant - 20.7 oz. or 28.3 oz.



Comparable Gerber/Nestlé Formulas	Gerber GoodStart Gentle - 12.7 oz.
	Gerber GoodStart Gentle Pro - 20 oz. or 32 oz.
	Nan 1 Pro Infant - 12.7 oz. or 28.2 oz.
Comparable Always My Baby (Food Lion and Martin's) Formulas	Always My Baby Advantage - 23.2 oz.
	Always My Baby Infant - 22.2 oz.
Comparable Comforts (Kroger) Formulas	Comforts Advantage Infant - 23.2 oz. or 35 oz.
	Comforts Infant - 22.2 oz. or 35 oz.
Comparable Parent's Choice (WalMart) Formulas	Parent's Choice Advantage Formula - 12.4 oz., 23.2 oz. or 36 oz.
	Parent's Choice Infant Formula - 12.5 oz., 22 oz. or 36 oz.
	Parent's Choice Tender - 32 oz.
Comparable Tippy Toes (Food City, Giant Eagle, Piggly Wiggly and Weis) Formulas	Tippy Toes Advantage - 23.2 oz., 34 oz. or 35.0 oz.
	Tippy Toes Infant - 22.2 oz. or 35 oz.

Similac Total Comfort	
Comparable Similac Formulas	Similac Pro Total Comfort - 20.1 oz. or 29.8 oz.
Comparable Mead Johnson Formulas	Enfamil Reguline - 12.4 oz. or 19.5 oz.
Comparable Always My Baby (Food Lion and Martin's) Formulas	Always My Baby Gentle - 21.5 oz.
Comparable Comforts (Kroger) Formulas	Comforts Gentle - 21.5 oz.
Comparable Parent's Choice (WalMart) Formulas	Parent's Choice Gentle - 12 oz., 21.5 oz. or 34 oz.
	Parent's Choice Complete Comfort - 22.5



	oz. or 29.8 oz.
Comparable Tippy Toes (Food City, Giant Eagle, Piggly Wiggly and Weis) Formulas	Tippy Toes Gentle - 21.5 oz. or 33.2 oz.

Similac Sensitive	
Comparable Similac Formulas	Similac Sensitive - 29.8 oz.
	Similac Pro Sensitive - 20.1 oz. or 29.8 oz.
	Similac 360 Total Care Sensitive - 30.2 oz.
Comparable Mead Johnson Formulas	Enfamil Enspire Gentlease - 19.5 oz.
	Enfamil Gentlease - 12.4 oz., 19.9 oz., or 27.7 oz.
	Enfamil NeuroPro Gentlease - 19.5 oz., 20.0 oz. or 27.4 oz.
	Enfamil NeuroPro Sensitive - 19.5 oz.
Comparable Gerber/Nestlé Formulas	Gerber Good Start SoothePro - 12.4 oz., 19.4 oz. or 30.6 oz.
Comparable Always My Baby (Food Lion and Martin's) Formulas	Always My Baby Sensitivity - 22.5 oz.
Comparable Comforts (Kroger) Formulas	Comforts Sensitivity - 22.5 oz. or 33.2 oz.
Comparable Parent's Choice (WalMart) Formulas	Parent's Choice Sensitivity - 12 oz., 22.5 oz. or 34.0 oz.
Comparable Tippy Toes (Food City, Giant Eagle, Piggly Wiggly and Weis) Formulas	Tippy Toes Sensitivity - 22.5 oz. or 33.2 oz.

Similac for Spit-Up	
Comparable Similac Formulas	Similac for Spit-Up - 19.5 oz.



Comparable Mead Johnson Formulas	Enfamil AR - 12.9 oz., 19.5 oz., or 27.4 oz.
Comparable Parent's Choice (WalMart) Formulas	Parent's Choice Added Rice Starch - 21.5 oz. or 32.2 oz.

Similac Isomil Soy	
Comparable Similac Formulas	Similac Isomil Soy Powder - 30.8 oz.
Comparable Mead Johnson Formulas	Enfamil ProSobee Powder - 12.9 oz. and 20.9 oz.
Comparable Gerber/Nestlé Formulas	Gerber GoodStart Gentle Soy Powder - 12.9 oz. and 20 oz.
Comparable Parent's choice (WalMart) Formulas	Parent's Choice Soy Powder - 22 oz.
Comparable Comforts (Kroger) Formulas	Comforts Soy Powder - 22 oz.
Comparable Always My Baby (Food Lion and Martin's) Formulas	Always My Baby Soy Powder - 22 oz.
Comparable Tippy Toes (Food City, Giant Eagle, Piggly Wiggly and Weis) Formulas	Tippy Toes Soy Powder - 22 oz.

All hypoallergenic formulas are exempt infant formulas and require a WIC-53.

Hypoallergenic Formulas	
Similac Alimentum	Similac Alimentum - 32 oz. RTF (not part of recall)

The Mead Johnson and Gerber/Nestlé formulas can only be provided with a separate WIC-53 which specifies the specific product. These products are not interchangeable.

Hypoallergenic Formulas Similar to Similac Alimentum	
Comparable Gerber/Nestlé Formulas	Gerber Good Start Extensive HA - 14.1 oz. powder

Hypoallergenic Formulas Similar to Similac Alimentum	
Comparable Mead Johnson Formulas	Enfamil Nutramigen - 13 oz. concentrate, and



	32 oz. RTF
	Enfamil Nutramigen Enflora LGG - 12.6 oz., 19.8 oz powder, 27.9 oz. powder

The following hypoallergenic formulas are store brand products that are all manufactured by Perrigo Company and are the same product with different labels. These products can be prescribed on a WIC-53 with the wording “Perrigo hypoallergenic formula - store brand”. These are in-store purchases only.

Hypoallergenic Formulas Similar to Similac Alimentum	
Comparable Comforts (Kroger) Formulas	Comforts Hypoallergenic Infant Formula with Iron - 12.6 oz. powder
Comparable Parent's Choice (WalMart) Formulas	Parent's Choice Hypoallergenic Infant Baby Formula with Iron - 12.6 oz. powder, 19.8 oz. powder, 27.8 oz. powder
Comparable Tippy Toes (Food City, Giant Eagle, Piggly Wiggly and Weis) Formulas	Tippy Toes Hypoallergenic - 12.6 oz. powder