

WIC Infant Formula Alternatives

For powdered formula, check your benefit balance to see how many cans you can buy. You can mix and match sizes and brands. A card change is NOT required for most items.

12-24 oz powder container = **1 container** from your benefits

27 oz or larger powder container = **2 containers** from your benefits

Below is a guide to Ohio WIC-approved substitutes for certain brands or sizes of infant formula. Due to the current formula shortage, you may temporarily use your WIC Nutrition Card to purchase the substitute infant formula below: Only those with larger sizes of Nutramigen (19.8 oz and 27.8 oz), EnfaCare (23 oz), and NeoSure (22.8 oz) on their card will need to return for a card change.

If these brands are not available:

Enfamil Infant Powder

Standard WIC Authorized Size: 12.5 oz

Kosher, Halal



Try one of these:

Enfamil Infant Powder

29.4 oz (= **2 containers**)

UPC: 300875121276

Kosher, Halal



Enfamil NeuroPro Infant Powder 28.3 oz

(= **2 containers**) UPC: 300875121092

Kosher, Halal

Enfamil NeuroPro Infant Powder 31.4 oz Box

(= **2 containers**) UPC: 300875121115

Kosher, Halal

Gerber Good Start Gentle Powder

12.7 oz

UPC: 050000216673



Gerber Good Start GentlePro Powder 20 oz

UPC: 050000265879

Gerber Good Start GentlePro Powder 32 oz (= **2 containers**)

UPC: 050000472635

CVS Health Advantage Powder

12.4 oz

UPC: 050428306444

Kosher



CVS Health Advantage Powder 23.2 oz

UPC: 050428356647 | Kosher

CVS Health Advantage Powder 35 oz (= **2 containers**)

UPC: 050428361115 | Kosher

CVS Health Advantage Premium Powder 12.4 oz

UPC: 050428361900 | Kosher

CVS Health Advantage Premium Powder 23.2 oz

UPC: 050428434536 | Kosher

CVS Health Advantage Premium Powder 34 oz (= **2 containers**)

UPC: 050428306321 | Kosher



Department of Health



Try one of these:

**CVS Health
Infant Powder**
22.2 oz
UPC: 050428560495
Kosher



CVS Health Infant Powder 34 oz (= 2 containers)
UPC: 050428392348 | Kosher
CVS Health Infant Powder 35 oz (= 2 containers)
UPC: 050428259597 | Kosher

**Kroger Comforts
Advantage Powder**
23.2 oz
UPC: 041260381171
Kosher



Kroger Comforts Advantage Powder 35 oz (= 2 containers)
UPC: 041260381218 | Kosher
Kroger Comforts Advantage Premium Powder 23.2 oz
UPC: 041260014543 | Kosher
Kroger Comforts Advantage Premium Powder 34 oz (= 2 containers)
UPC: 041260015816 | Kosher

**Kroger Comforts
Infant Powder**
22.2 oz
UPC: 041260381195
Kosher



Kroger Comforts Infant Powder 34 oz (= 2 containers)
UPC: 041260015830 | Kosher
Kroger Comforts Infant Powder 35 oz (= 2 containers)
UPC: 041260381225 | Kosher

**Meijer Advantage
Powder**
23.2 oz
UPC: 719283219800
Kosher



Meijer Advantage Powder 35 oz (= 2 containers)
UPC: 719283219893 | Kosher
Meijer Advantage Premium Powder 23.2 oz
UPC: 708820662896 | Kosher
Meijer Advantage Premium Powder 34 oz (= 2 containers)
UPC: 708820384194 | Kosher

Meijer Infant Powder
12.5 oz
UPC: 708820617018
Kosher



Meijer Infant Powder 22 oz
UPC: 719283219848 | Kosher
Meijer Infant Powder 34 oz (= 2 containers)
UPC: 708820410374 | Kosher
Meijer Infant Powder 35 oz (= 2 containers)
UPC: 719283219930 | Kosher



Meijer Tender Powder
23.2 oz
UPC: 713733462341
Kosher



Tippy Toes Advantage Powder
23.2 oz
UPC: 036800419032
Kosher



Tippy Toes Advantage Powder 35 oz (= 2 containers)
UPC: 036800449015 | Kosher
Tippy Toes Advantage Premium Powder 23.2 oz
UPC: 036800496613 | Kosher
Tippy Toes Advantage Premium Powder 34 oz (= 2 containers)
UPC: 036800496620 | Kosher

<p>Tippy Toes Infant Powder 22.2 oz UPC: 036800415577 Kosher</p> 	<p>Tippy Toes Infant Powder 34 oz (= 2 containers) UPC: 036800497429 Kosher</p> <p>Tippy Toes Infant Powder 35 oz (= 2 containers) UPC: 036800039711 Kosher</p>
<p>Walmart Parent's Choice Advantage Powder 12.4 oz UPC: 078742058573 Kosher</p> 	<p>Walmart Parent's Choice Advantage Powder 23.2 oz UPC: 078742018782 Kosher</p> <p>Walmart Parent's Choice Advantage Powder 36 oz (= 2 containers) UPC: 078742022468 Kosher</p> <p>Walmart Parent's Choice Advantage Premium Powder 12.4 oz UPC: 681131045421 Kosher</p> <p>Walmart Parent's Choice Advantage Premium Powder 23.2 oz UPC: 681131045452 Kosher</p> <p>Walmart Parent's Choice Advantage Premium Powder 36 oz (= 2 containers) UPC: 681131045445 Kosher</p>
<p>Walmart Parent's Choice Infant Powder 12.5 oz UPC: 078742016610 Kosher</p> 	<p>Walmart Parent's Choice Infant Powder 22.2 oz UPC: 078742067230 Kosher</p> <p>Walmart Parent's Choice Infant Powder 36 oz (= 2 containers) UPC: 078742023007 Kosher</p>
<p>Walmart Parent's Choice Tender Powder 32 oz (= 2 containers) UPC: 681131034432 Kosher</p> 	<p>Similac Advance Powder 12.4 oz UPC: 070074559582 Kosher, Halal</p> 
<p>Similac Advance Powder 30.8 oz (= 2 containers) UPC: 070074585864 Kosher, Halal</p> 	<p>Similac Pro-Advance Powder 30.8 oz (= 2 containers) UPC: 070074664385 Kosher, Halal</p> 
<p>Similac Pro-Advance Powder 36 oz (= 2 containers) UPC: 070074668338 Kosher, Halal</p> 	<p>Similac 360 Total Care Powder 30.8 oz (= 2 containers) UPC: 070074681177 Kosher, Halal</p> 

If this brand is not available:

Enfamil Infant Concentrate

Standard WIC Authorized Size: 13 oz



Try one of these:

Similac Advance Concentrate

13 oz

UPC: 070074569741

Kosher, Halal



If this brand is not available:

Enfamil NeuroPro Infant Ready to Feed

Standard WIC Authorized Size: 32 oz



Try one of these:

Enfamil Infant Ready to Feed

32 oz

UPC: 300875121542

Kosher, Halal



Gerber Good Start GentlePro Ready to Feed

4x8.45 oz

UPC: 50000568710



Similac Advance Ready to Feed

32 oz

UPC: 070074533643

Kosher, Halal



Similac Pro-Advance Ready to Feed

32 oz

UPC: 070074642499

Kosher, Halal









If this brand is not available:

Enfamil Gentlese Powder











Standard WIC Authorized Size: 12.4 oz

Kosher, Halal



<p>Try one of these:</p>	
<p>Enfamil Gentlese Powder 27.7 oz (= 2 containers) UPC: 300875121252 Kosher, Halal</p> 	<p>Enfamil NeuroPro Gentlese Powder 27.4 oz (= 2 containers) UPC: 300875121214 Kosher, Halal</p> <p>Enfamil NeuroPro Gentlese Powder 30.4 oz Box (= 2 containers) UPC: 300875121238 Kosher, Halal</p>
<p>Gerber Good Start SoothePro Powder 12.4 oz UPC: 050000624003</p> 	<p>Gerber Good Start SoothePro Powder 19.4 oz UPC: 050000487226</p> <p>Gerber Good Start SoothePro Powder 30.6 oz (= 2 containers) UPC: 050000494989</p>
<p>CVS Health Complete Comfort Infant Powder 22.5 oz UPC: 050428533697 Kosher</p> 	<p>CVS Health Complete Comfort Premium Infant Powder 22.5 oz UPC: 050428257111 Kosher</p>
<p>CVS Health Gentle Powder 21.5 oz UPC: 050428358740 Kosher UPC: 050428272862 Kosher</p> 	<p>CVS Health Gentle Powder 33.2 oz (= 2 containers) UPC: 050428351406 Kosher UPC: 050428331019 Kosher</p>
<p>CVS Health Sensitivity 22.5 oz UPC: 050428430316 Kosher</p> 	<p>CVS Health Sensitivity 33.2 oz (= 2 containers) UPC: 050428534144 Kosher</p> <p>CVS Health Sensitivity Premium 22.5 oz UPC: 050428409527 Kosher</p> <p>CVS Health Sensitivity Premium 33.2 oz (= 2 containers) UPC: 050428434703 Kosher</p>
<p>Kroger Comforts Gentle Powder 21.5 oz UPC: 041260381201 Kosher</p> 	<p>Kroger Comforts Gentle Powder 33.2 oz (= 2 containers) UPC: 041260381249 Kosher UPC: 041260015847 Kosher</p>

<p>Kroger Comforts Sensitivity Infant Powder 22.5 oz UPC: 041260381188 Kosher</p>		<p>Kroger Comforts Sensitivity Infant Powder 33.2 oz (= 2 containers) UPC: 041260381232 Kosher</p> <p>Kroger Comforts Sensitivity Premium Powder 22.5 oz UPC: 041260014567 Kosher</p> <p>Kroger Comforts Sensitivity Premium Powder 33.2 oz (= 2 containers) UPC: 041260015823 Kosher</p>
<p>Meijer Complete Comfort Powder 29.8 oz (= 2 containers) UPC: 719283955951 Kosher</p>		<p>Meijer Complete Comfort Premium Powder 29.8 oz (= 2 containers) UPC: 708820662919 Kosher</p>
<p>Meijer Gentle Powder 12 oz UPC: 708820617025 Kosher</p>		<p>Meijer Gentle Powder 21.5 oz UPC: 719283219770 Kosher</p> <p>Meijer Gentle Powder 33.2 oz (= 2 containers) UPC: 708820410633 Kosher</p>
<p>Meijer Sensitivity Infant Powder 22.5 oz UPC: 719283219909 Kosher</p>		<p>Meijer Sensitivity Infant Powder 33.2 oz (= 2 containers) UPC: 719283219855 Kosher</p> <p>Meijer Sensitivity Premium Powder 22.5 oz UPC: 708820662889 Kosher</p> <p>Meijer Sensitivity Premium Powder 33.2 oz (= 2 containers) UPC: 708820382893 Kosher</p>
<p>Tippy Toes Gentle Powder 21.5 oz UPC: 036800415584 Kosher</p>		<p>Tippy Toes Gentle Powder 33.2 oz (= 2 containers) UPC: 036800039728 Kosher UPC: 036800497436 Kosher</p>
<p>Tippy Toes Sensitivity Powder 22.5 oz UPC: 03680041904 Kosher</p>		<p>Tippy Toes Sensitivity Powder 33.2 oz (= 2 containers) UPC: 036800449022 Kosher</p> <p>Tippy Toes Sensitivity Premium Powder 22.5 oz UPC: 036800496637 Kosher</p> <p>Tippy Toes Sensitivity Premium Powder 33.2 oz (= 2 containers) UPC: 036800496644 Kosher</p>
<p>Walmart Parent's Choice Complete Comfort Infant Powder 22.5 oz UPC: 681131350198 Kosher</p>		<p>Walmart Parent's Choice Complete Comfort Infant Powder 29.8 oz (= 2 containers) UPC: 681131350204 Kosher</p> <p>Walmart Parent's Choice Complete Comfort Premium Infant Powder 29.8 oz (= 2 containers) UPC: 681131045506 Kosher</p>

<p>Walmart Parent's Choice Gentle Infant Powder 12 oz UPC: 078742012650 Kosher</p> 	<p>Walmart Parent's Choice Gentle Infant Powder 21.5 oz UPC: 078742067223 Kosher</p> <p>Walmart Parent's Choice Gentle Infant Powder 34 oz (= 2 containers) UPC: 078742022475 Kosher</p>
<p>Walmart Parent's Choice Sensitivity Infant Powder 12 oz UPC: 078742032542 Kosher</p> 	<p>Walmart Parent's Choice Sensitivity Infant Powder 22.5 oz UPC: 078742067322 Kosher</p> <p>Walmart Parent's Choice Sensitivity Infant Powder 34 oz (= 2 containers) UPC: 078742032559 Kosher</p> <p>Walmart Parent's Choice Sensitivity Premium Powder 12 oz UPC: 681131045520 Kosher</p> <p>Walmart Parent's Choice Sensitivity Premium Powder 22.5 oz UPC: 681131045513 Kosher</p> <p>Walmart Parent's Choice Sensitivity Premium Powder 34 oz (= 2 containers) UPC: 681131045568 Kosher</p>
<p>Similac Total Comfort Powder 12.6 oz UPC: 070074626000 Kosher, Halal</p> 	<p>Similac Pro Total Comfort Powder 36 oz (= 2 containers) UPC: 070074667973 Kosher, Halal</p> 
<p>Similac Pro Total Comfort Powder 29.8 oz (= 2 containers) UPC: 070074669380 Kosher, Halal</p> 	<p>Similac Sensitive Powder 12.5 oz UPC: 070074575414 Kosher, Halal</p> 
<p>Similac Sensitive Powder 29.8 oz (= 2 containers) UPC: 070074629520 Kosher, Halal</p> 	<p>Similac Pro-Sensitive Powder 29.8 oz (= 2 containers) UPC: 070074664408 Kosher, Halal</p> 
<p>Similac Pro-Sensitive Powder 34.9 oz (= 2 containers) UPC: 070074666587 Kosher, Halal</p> 	<p>Similac 360 Total Care Sensitive Powder 30.2 oz (= 2 containers) UPC: 070074681238 Kosher, Halal</p> 

If this brand is not available:

Enfamil NeuroPro Gentlese Ready to Feed:

Standard WIC Authorized Size: 32 oz
Kosher, Halal



Try one of these:

Similac Sensitive Ready to Feed

32 oz
UPC: 070074575346
Kosher, Halal



Similac Pro-Sensitive Ready to Feed

32 oz
UPC: 070074642543
Kosher, Halal



Similac 360 Total Care Sensitive Ready to Feed

32 oz
UPC: 070074681610
Kosher, Halal



If this brand is not available:

Enfamil AR Powder

Standard WIC Authorized Size: 12.9 oz
Kosher, Halal



Try one of these:

Enfamil AR Powder

30.4 oz Box
(= 2 containers)
UPC: 300875100967
Kosher, Halal



Tippy Toes for Spit-Up Infant Powder

21.5 oz
UPC: 036800002418
Kosher



Walmart Parent's Choice Added Rice Starch Powder

21.5 oz
UPC: 681131241328
Kosher



Walmart Parent's Choice Added Rice Starch Powder

32.2 oz (= 2 containers)
UPC: 681131130776
Kosher

Similac for Spit Up Powder

12.5 oz
UPC: 070074509600
Kosher, Halal



If this brand is not available:

Enfamil ProSobee Concentrate

Standard WIC Authorized Size: 13 oz
Kosher



Try this one:

Similac Soy Isomil Concentrate

13 oz
UPC: 070074569765
Kosher, Halal



If this brand is not available:

Enfamil ProSobee Powder

Standard WIC Authorized Size: 12.9 oz

Kosher



Try one of these:

Enfamil ProSobee Powder

20.9 oz

UPC: 300871214422

Kosher



Gerber Good Start Gentle Soy Powder

12.9 oz

UPC: 050000035304 | Kosher, Halal



Gerber Good Start Gentle Soy Powder

20 oz

UPC: 050000137688 | Kosher, Halal

Kroger Comforts Soy Powder

22 oz

UPC: 041260374654

Kosher

UPC: 041260011030

Kosher



CVS Health Soy Powder

22 oz

UPC: 050428419595

Kosher



Meijer Soy Powder

36 oz (= 2 containers)

UPC: 713733071437

Kosher



Tippy Toes Soy Powder

22 oz

UPC: 036800416383

Kosher



Walmart Parent's Choice Soy Powder

22 oz

UPC: 078742067407

Kosher



Similac Soy Isomil Powder

12.4 oz

UPC: 070074559643

Kosher, Halal



Similac Soy Isomil Powder

30.8 oz (= 2 containers)

UPC: 070074677002

Kosher, Halal



If this brand is not available:

Enfamil ProSobee Ready to Feed

Standard WIC Authorized Size: 32 oz

Kosher



Try one of these:

Gerber Good Start Soy

Ready to Feed

4x8.45 oz

UPC: 050000353552

Kosher, Halal



Similac Soy Isomil

Ready to Feed

32 oz

UPC: 070074559681

Kosher, Halal



If this brand is not available:



Talk to your doctor and WIC clinic about getting these:

Please note a card change is required to switch to the hypoallergenic store brands.



CVS-CVS Health Hypoallergenic

12.6 oz

UPC: 050428446072

Kosher

Meijer-Meijer Baby Hypoallergenic

12.6 oz

UPC: 719283955937

27.8 oz

UPC: 708820730489

(= 2 containers)

All sizes Kosher

Tippy Toes Hypoallergenic

12.6 oz

UPC: 036800441392

Kosher

Walmart - Parent's Choice Hypoallergenic

12.6 oz

UPC: 681131222518

19.8 oz

UPC: 681131346795

27.8 oz

UPC: 681131406734

(= 2 containers)

All sizes Kosher

Kroger - Comforts Hypoallergenic

12.6 oz

UPC: 041260385728

Kosher

WIC Infant Formula Alternatives

Due to the current formula shortage, certain prescribed formulas are temporarily available in larger sizes. If you were issued the larger sizes of Nutramigen (19.8 oz and 27.8 oz), Enfacare (23 oz), and Neosure (22.8 oz) before 6/13/22, you will need to return to your WIC clinic to update your card.

If this size is not available

Try this size



Similac NeoSure Powder
13.1 oz
UPC: 070074574318
Kosher, Halal



Similac NeoSure Powder
22.8 oz
UPC: 070074669243
Kosher, Halal



Enfamil NeuroPro EnfaCare Powder
13.6 oz
UPC: 300875122802
Kosher, Halal



Enfamil NeuroPro EnfaCare Powder
23 oz
UPC: 300875128794
Kosher, Halal



Nutramigen with Enflora LGG Powder
12.6 oz
UPC: 300871239418



Nutramigen with Enflora LGG Powder
19.8 oz
UPC: 300871239456



Nutramigen with Enflora LGG Powder
27.8 oz
UPC: 300875122228
(= 2 containers)

Formula Shortage Tips

Tips to Share with Participants

- Call the store first and ask for product availability.
- Ask the store worker if there is more formula in the back if there is not any on the shelf.
- Ask the store when the next shipment arrives.
- Ask the store when shelves are usually stocked.
- Talk to the pharmacy to see if they can help.
- Do not wait until the end of the month to purchase your benefits.
- Call your child's healthcare provider about prescribing an alternative formula if the one currently prescribed is unavailable or difficult to find.
- If you do not see the formula you need on the shelf, consider asking a store associate for assistance. If the first person you ask is unsure, consider asking a second associate.
- Do not dilute your formula. Follow instructions for safe formula mixing.
- Do not try to make homemade formula.
- If you rely on WIC benefits for your formula and are unable to locate it at a WIC vendor, consider going to a non-WIC store to purchase formula with your SNAP or TANF benefits.
- If your child is on specialty formula, talk to the store pharmacy. If you are in the Columbus or Dayton areas, try calling Central Ohio Specialty Care at (614) 790-0200. If you are in the Cleveland area, please try calling (216) 930-5530.
- Consult with your healthcare provider if you are considering replacing formula feedings with any other non-formula, food, or liquid (milk, juice, baby foods).
- Formula and/or breast milk sales or donations from individuals via the internet are not regulated.
- If considering increasing breast milk supply or relactating, reach out to WIC for help or call the 24/7 Breastfeeding Hotline at 888-588-3423 or text "BFHOTLINE" to 839863.
- If funds are available, and a medical need is present, pasteurized donor milk may be available, at cost, through the [Ohio Health Mother's Milk Bank](#): 614-566-0630.
- If no resolution, contact the local WIC office.

