

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

## Powdered Formulas



**Updated June 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 “Powder Formulas,” you can buy any of the 108 formulas listed below:

Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Comforts</b>	Comforts Advantage Powder 23.2 oz	1
	Comforts Advantage Powder 35 oz	2
	Comforts Sensitivity Powder 22.5 oz	1
	Comforts Sensitivity Powder 33.2 oz	2
<b>Earth's Best</b>	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



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

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



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

Enfamil Enspire  
Gentlease Powder  
19.5 oz

1

Enfamil Enspire  
Gentlease Powder 29 oz

2



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



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Happy Baby Organic</b>	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 Powder 21 oz	1
<b>Nestle</b>	Nestle NAN 1 Pro Infant Powder 28.2 oz	2
	Nestle NAN 1 Pro Infant Powder 12.7 oz	1
<b>O Organics</b>	O Organics Infant Formula Powder 23.2 oz	1
<b>Parent's Choice</b>	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



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Parent's Choice</b>	Parent's Choice Advantage Powder 12.4 oz	1
	Parent's Choice Advantage Powder 23.2 oz	1
	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



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Parent's Choice</b>	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 Care Infant Powder 22.2 oz	1
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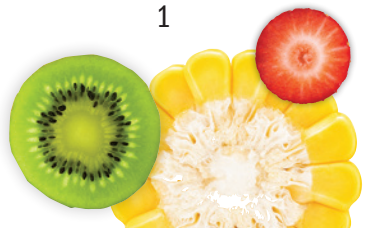
Signature Care Infant Powder 35 oz	2
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**Signature Care**

Signature Care Advantage Powder 23.2 oz	1
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Signature Care Advantage Powder 35 oz	2
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Signature Care Gentle Powder 21.5 oz	1
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Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
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**Signature Care**

Signature Care Sensitivity Powder 22.5 oz 1

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**

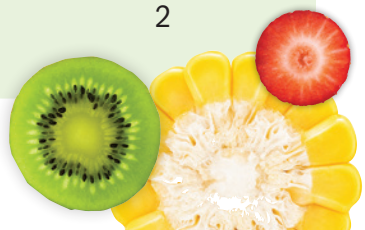
Similac Pro-Total Comfort Powder 20.1 oz 1

Similac Pro-Total Comfort Powder 29.8 oz 2

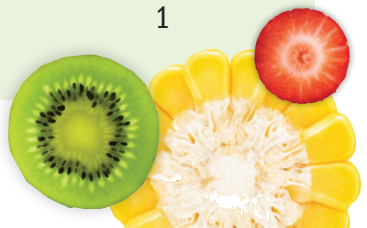
Similac Sensitive Powder 12.5 oz 1

Similac Sensitive Powder 20.1 oz 1

Similac Sensitive Powder 29.8 oz 2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Similac</b>	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
<b>Simply Truth Organic</b>	Simple Truth Organic Powder 23.2 oz	1
	Simple Truth Organic Powder 34 oz	2
<b>Tippy Toes</b>	Tippy Toes Infant Powder 22.2 oz	1
	Tippy Toes Infant Powder 35 oz	2
	Tippy Toes Advantage Premium Powder 23.2 oz	1
	Tippy Toes Advantage Premium Powder 34 oz	2
	Tippy Toes Advantage Powder 23.2 oz	1



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Tippy Toes</b>	Tippy Toes Advantage Powder 35 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 Sensitivity Premium Powder 33.2 oz	2

**Up & Up**

Up & Up Infant Powder 22.2 oz	1
Up & Up Infant Powder 35 oz	2



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
<b>Up &amp; Up</b>	Up & Up Advantage Powder 23.2 oz	1
	Up & Up Advantage Powder 35 oz	2
	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
<b>Well Beginnings</b>	Well Beginnings Infant Powder 22.5 oz	1
	Well Beginnings Infant Powder 35 oz	2
	Well Beginnings Advantage Powder 23.2 oz	1



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**

*This institution is an equal opportunity provider.*

**1-888-942-9675 | [MyFamily.WIC.ca.gov](http://MyFamily.WIC.ca.gov)**

06/22