

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

Substitutions for 12.4 oz Gentlease Powder Formula



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.

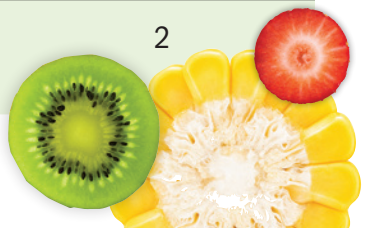


If your benefits say “12.4 oz Gentlease Powder,” you can buy any of the 51 formulas listed below:

Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Comforts	Comforts Sensitivity Powder 22.5 oz	1
	Comforts Sensitivity Powder 33.2 oz	2
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



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



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

Happy Baby Organic
Sensitive Stage Powder
21 oz 1

**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



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

Signature Care Gentle Powder 21.5 oz 1

Signature Care Sensitivity Powder 22.5 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

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



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

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 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



Brand	Formula Types & Sizes	Number of Cans Used in Benefit Balance
Up & Up	Up & Up Sensitivity Powder 33.2 oz	2
	Well Beginnings Gentle Powder 21.5 oz	1
Well Beginnings	Well Beginnings Sensitive Powder 22.5 oz	1



California Department of Public Health, California WIC program

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1-888-942-9675 | MyFamily.WIC.ca.gov

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