

Formula Substitutions (WIC and non-WIC)

The following table represents formulas that are nutritionally equivalent. This is intended as a resource for WIC clients and the general public.

* Similac Advance Infant Formula Substitutions provided by WIC will expire August 31, 2022		
Current Formulas:	Substitutions:	UPC:
Similac Advance	Enfamil infant 12.5 oz powder	300871365421
	Gerber GoodStart Gentle 12.7 oz powder	050000216673
	Gerber GoodStart Gentle Pro infant 20 oz	050000265879
	Parent's Choice Advantage 12.4 oz powder	078742058573
	Parent's Choice infant 12.5 oz powder	078742016610
*Similac Advance Subs 20.5 to 27.7 oz cans	Comforts Advantage 23.2 oz	041260381171
	Tippy Toes Advantage 23.2 oz	036800419032
	Enfamil Infant 21.1 oz	300875119761
	Enfamil Neuropro 20.7 oz	300875121078
	Enfamil Enspire 27.4 oz	300875126820
	Similac 360 Total Care 20.6 oz	070074680637
	Similac Advance 20.6 oz	070074680842
	Earths Best Organic Dairy 21.0 oz	023923100442
	Tippy Toes infant formula 22.2 oz	036800415577
	Up and Up infant 22.2 oz	683744963437
	Parents Choice infant 22.2 oz	078742067230
	Up and Up Advantage 23.2 oz	683744964670

*Similac Advance Subs 28.2 to 36 oz cans	Enfamil Infant 29.4 oz	300875121276
	Parents Choice Advantage 36 oz	078742022468
	Comforts Advantage with HMO 35 oz	041260381218
	Up and Up Advantage with HMO 35 oz	683744963475
	Parents Choice Advantage with HMO 36 oz	078742022468
	Enfamil Neuropro 28.3 oz	300875121092
	Enfamil Neuropro 31.4 oz	300875121115
	Similac ProAdvance 30.8 oz	070074664385
	Similac 360 Total Care 30.8 oz	070074681177
	Similac Advance 30.8 oz	070074585864
	Similac 360 Total Care nonGMO 30.3 oz	070074680651
	Gerber Good Start GentlePro 32.0 oz	050000472635
	Up and Up infant 35 oz	683744963444
	Parents Choice Tender 32 oz	681131034432
	Parents Choice Infant 36 oz	078742023007
	Kendamil Classic First Infant Milk Stage 1 31.8oz	5056000502957
	Kendamil EU Organic First Infant Milk Stage 1 28.2oz	5056000502926
	Kendamil EU Goat First Infant Milk Stage 1 28.2oz	5056000503855
	Bubs Organic Infant Formula Stage 1 28.2oz	9338078005698
	Bubs Organic Follow-On Formula Stage 2 28.2oz	9338078005704
	Bubs Supreme A2 Infant Formula Stage 1 28.2oz	9338078008552
	Bubs Supreme Follow-On Stage 2 28.2 oz	9338078008569
	Bubs Goat Milk Infant Formula Stage 1 28.2oz	9338078005537
	Bubs Goat Milk Infant Formula Stage 2 28.2oz	9338078005544
	Tippy Toes Advantage 35 oz	036800449015
	Tippy Toes Infant 35 oz	036800039711

Current Formula:	Substitutions:	UPC:
Similac Total Comfort	Enfamil Reguline 12.4 oz powder	300875111321
	Enfamil Reguline 19.5 oz	300875111574
	Enfamil Gentlease 12.4 oz powder	300875100691
	Enfamil Gentlease 19.9 oz powder	300875119785
	Gerber Good Start SoothePro 12.4 oz powder	050000624003
	Gerber Good Start SoothePro 19.4 oz	050000487226
	Enfamil Neuropro Gentlease 19.5 oz	300875121191
	Parent's Choice Gentle 12 oz powder	078742012650
*Similac Total Comfort subs 20.7 to 27.7 oz cans	Enfamil Gentlease 27.7 oz	300875121252
	Enfamil Neuropro Gentlease 27.4 oz	300875121214
	Parents Choice Complete Comfort 22.5 oz	681131350198
	Parents Choice Gentle 21.5 oz	078742067223
	Tippy Toes Gentle 21.5 oz	036800415584
	Up and Up Gentle 21.5 oz	683744963413
	Comforts Gentle 21.5 oz	041260381201
*Similac Total Comfort subs 28.2 to 36 oz cans	Enfamil Enspire Gentlease 29.0 oz	300875123553
	Gerber Good Start Soothe Pro 30.6 oz	050000494989
	Up and Up Complete Comfort 29.8 oz	683744964137
	Parents Choice Complete Comfort 29.8 oz	681131350204
	Enfamil Neuropro Gentlease 30.4 oz	300875121238
	Similac Pro Total Comfort 29.8 oz	070074669380
	Comforts Gentle 33.2 oz	041260381249
	Parents Choice Gentle 34 oz	078742022475
	Tippy Toes Gentle 33.2 oz	036800497436
	Up and Up Gentle 33.2 oz	683744963420

Current Formula:	Substitutions:	UPC:
Similac for Spit Up	Enfamil AR 12.9 oz powder	300870201423
	Enfamil AR 19.5 oz powder	300870201652
*Similac for Spit Up Subs 20.5 to 27.7 oz cans	Enfamil AR 27.4 oz	300875126424
	Parents Choice added rice starch 21.5	681131241328
	Tippy Toes for Spit Up 21.5 oz	036800002418
*Similac for Spit Up Subs 28.2 to 36 oz cans	Up & Up AR 32.2 oz	683744963406
	Parents Choice added rice starch 32.2 oz	681131130776

Current Formula:	Substitutions:	UPC:
Similac Sensitive	Enfamil Sensitive Neuropro 19.5 oz powder	300875124529
	Parent's Choice sensitivity 12 oz powder	078742032542
*Similac Sensitive subs 20.7 to 27.7 oz cans	Tippy Toes Sensitivity 22.5 oz	036800419049
	Comforts Sensitivity nonGMO formula 22.5 oz	041260381188
	Up and Up Sensitive nonGMO 22.5 oz	683744963468
	Parents Choice Sensitivity nonGMO 22.5 oz	078742067322
	Earths Best Organic Sensitivity 21.0 oz	023923100602
*Similac Sensitive subs 28.2 to 36 oz cans	Tippy Toes Sensitivity 33.2 oz	036800449022
	Enfamil Neuropro Sensitive 29.4 oz	300875124543
	Parents Choice Sensitivity 34 oz	078742032559
	Comforts Sensitivity nonGMO 33.2 oz	041260381232
	Up and Up Sensitivity nonGMO 33.2 oz	683744963451
	Similac ProSensitive 29.8 oz	070074664408
	Similac 360 Total Care Sensitive 30.2 oz	070074681238
	Similac Sensitive 29.8 oz	070074629520
Similac Sensitive Ready To Feed	Similac 360 Total Care Sensitive 32 oz RTF	070074681610

Current Formula:	Substitutions:	UPC:
Similac Isomil	Gerber Good Start Soy 12.9 oz	050000035304
	Enfamil Prosobee 12.9 oz powder	300871214415
	Gerber Good Start Soy 20.0 oz	050000137688
*Similac Isomil subs 20.5 to 27.7 oz cans	Parents Choice Soy 22.0 oz	078742067407
	Enfamil Prosobee 20.9 oz	300871214422
	Comforts Soy 22.0 oz	041260011030
	Tippy Toes Soy 22.0 oz	036800416383
*Similac Isomil subs 28.2 to 36 oz cans	Up and Up Soy 36.0 oz	683744962607
	Similac Isomil 30.8 oz	070074677002

**Note: At this time WIC Therapeutic Formulas are not allowed to be substituted without updated medical documentation from the Health Care Provider.*

Current Formula:	Substitutions:	UPC:
Elecare	PurAmino powder 14.1 oz	300875104804
	Neocate powder 14.1 oz	749735025956
	Alfamino powder 14.1 oz	7613034788214
Alimentum	Parents Choice Hypoallergenic formula 12.6 oz	681131222518
	Parents Choice Hypoallergenic formula 19.8 oz	681131346795
	Nutramigen Hypoallergenic 12.6 oz	300871239418
	Tippy Toes Infant Formula Hypoallergenic 12.6 oz	036800441392
	Comforts Hypoallergenic infant formula 12.6 oz	041260385728
	Gerber Extensive HA 14.1 oz powder	050000598526

**Note: These formulas have been added due to unavailability of standard size cans:*

Similac Neosure infant formula 22.8 oz can 070074669243

Enfamil Neuropro Enfacare premature formula 23 oz can 300875128794