

Effective March 1, 2023

Starting March 2023, Healthy Infants will receive WIC Contract Brand Similac Infant Formula
Below are your Similac Infant Formula Choices

You must purchase the formula listed on your eWIC Benefits:

Similac Advance, 12.4 oz. Powder
or
Similac Advance, Stage 1, 12.4 oz Powder



Similac Advance Concentrate
or
Similac Advance Stage 1 Concentrate



Similac Sensitive for Fussiness/Gas
12.5 oz Powder



Similac Sensitive For Fussiness/Gas
13 oz. Concentrate



Similac Total Comfort
12.6 oz. Powder



Similac Total Comfort is only available in Powder

Similac Soy Isomil
12.4 Powder
or
Similac Sensitive Isomil Soy, 12.4 oz. Powder



Similac Soy Isomil 13 oz. Concentrate
or
Similac Sensitive Isomil Soy, Concentrate



Keep in Mind

- Similac Spit up has been discontinued. A valid prescription is required for infants requesting Enfamil AR.
- Ready to Feed options may be on your eWIC benefits with medical documentation.
- Infants requiring a special formula due to a medical reason with a valid prescription will not move to Contract routine formula on March 1st.
- Healthy infants who do not tolerate a Similac Formula, must try at least 2 Similac Formulas and obtain a prescription from their health care provider before a noncontract routine formula can be issued by WIC effective March 1, 2023.

This institution is an equal opportunity provider.

If your eWIC card shows:

You may also purchase the following items

Similac Pro-Advance
30.8 oz can



Similac Advance
30.8 oz can



Similac 360 Total Care
30.8 oz can



Similac Advance
850 g can



Similac Total Comfort
Up to 12 months
28.9 oz can



Similac Pro-Sensitive
29.8 oz can



Similac Sensitive
29.8 oz can



Similac 360 Total Care Sensitive
30.2 oz can



Similac Pro-Total Comfort
29.8 oz can



No other Products

Milk Based
19-25 oz can

Similac Pure Bliss
24.7 oz can



Similac Total Care 360 Advance
20.6 oz can



Similac Total Care 360 Sensitive
20.1 oz can



Similac Sensitive
20.1 oz can



Similac Advance
20.6 oz can

