







Effective March 1, 2023

2 Steps to Using WIC Powder Formula Benefits

If your WIC benefit balance shows **Similac Infant Formula**, follow the below steps.

Step 1. Buy Similac WIC size formulas.

<p>Start Here</p>	<p>These options are available if your infant does not tolerate Similac Advance.</p>		
<p>Similac Advance 12.4 oz powder can</p>  <p>UPC: 070074559582</p>	<p>Similac Total Comfort 12.6 oz powder can</p>  <p>UPC: 070074626000</p>	<p>Similac Sensitive 12.5 oz powder can</p>  <p>UPC: 070074575414</p>	<p>Similac Soy Isomil 12.4 oz powder can</p>  <p>UPC: 070074559643</p>
<p><i>Milk-based formula</i></p>	<p><i>Milk-based formula with broken down proteins & reduced lactose</i></p>	<p><i>Milk-based formula with little to no lactose</i></p>	<p><i>Soy-based formula with broken down proteins & no lactose</i></p>
<p>Commonly used Well tolerated by most</p>	<p>May Help With:</p>		
	<p>Gas Fussiness</p>	<p>Gas Fussiness Spit Up</p>	<p>Gas Fussiness</p>

**Similac for Spit Up has been discontinued. Contact your local WIC office for other options.

Step 2. If Similac WIC sizes are not available, you may choose **other Similac sizes**.





Similac Powder Formula Options, Updated March 1, 2023

Step 2. If Similac WIC sizes are not available, you may choose **other Similac sizes**.

Similac WIC Sizes	Name	Size	Counts as	UPC
Similac Advance 12.4 oz powder can  UPC: 070074559582	Similac Advance 	30.8 oz	2 cans	070074585864
	Similac Pro-Advance 	30.8 oz	2 cans	070074664385
	Similac 360 Total Care 	20.6 oz	1.5 cans	070074680644
		30.8 oz	2 cans	070074681177
Similac WIC Sizes	Name	Size	Counts as	UPC
Similac Sensitive 12.5 oz powder can  UPC: 070074575414	Similac Pro-Sensitive 	29.8 oz	2 cans	070074664408
	Similac Sensitive 	29.8 oz	2 cans	070074629520
	Similac 360 Total Care Sensitive 	20.1 oz	1.5 cans	070074680712
		30.2 oz	2 cans	070074681238
Similac WIC Sizes	Name	Size	Counts as	UPC
Similac Soy Isomil 12.4 oz powder can  UPC: 070074559643	Similac Soy Isomil 	30.8 oz	2 cans	070074677002

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Similac WIC Sizes	Name	Size	Counts as	UPC
Similac Total Comfort 12.6 oz powder can  UPC: 070074626000	Similac Pro-Total Comfort 	29.8 oz	2 cans	070074669380
	Imported Infant Formula			
	Similac Total Comfort 	12 oz	1 can	8427030006475
	Similac Total Comfort Stage 1 	28 oz	2 cans	8427030003795

Adapted From: U.S. Food & Drug Administration and American Academy of Pediatrics

Helpful facts about imported baby formula

For most babies, it is fine to switch to any available formula during the shortage. But if you use imported baby formula, keep the following in mind:

Some labels use “stages” for age groups.



*Only for ages 6-12 months

Read labels carefully and contact your pediatrician with any questions.

Milliliters (mls) are used instead of ounces (oz).
30 mls = 1 oz.



You may see “teat” referred to instead of the bottle’s nipple.

Common conversions from Celsius to Fahrenheit (°C to °F)



0 °C = 32 °F
Freezing point of water







37 °C = 98.6 °F
Average human body temperature



100 °C = 212 °F
Boiling point of water

Shopping Guide




 = 12-12.9 oz
 = 19.4-23.2 oz
 = 27.4-33.2 oz
 = 34-36.4 oz


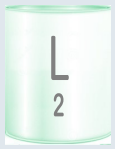



Check your benefit balance to see how many cans you can buy.

You can mix and match sizes.



Pick cans that count as 1 or 2 cans (or add up to a whole number) to help you get the most out of your benefits.

If you have one can left, you can only purchase a small can.

 +  = 9 

 +  +  +  = 7 

 +  +  = 10 

 +  = 9 