



Additional Formula Options for WIC Families During the Formula Shortage August 2022

To support families during the infant formula shortage, the North Carolina Department of Health and Human Services is making it easier for WIC participants to purchase more brands, types and sizes of formula. Additional Gerber products are available to purchase with your WIC benefits during the shortage. Other brands, including formula imported from other countries, are temporarily available to purchase with your WIC benefits when Gerber products are not readily available. These changes will help families buy the formula that is available in stores throughout the shortage.

Additional Gerber formula options

The NC WIC Program is temporarily adding the following Gerber products to the Approved Product List:

- Gerber Good Start Gentle Powder 27 oz. size
- Gerber Good Start GentlePro Powder 20 oz. and 32 oz. sizes
- Gerber Good Start Gentle Supreme A2 20 oz. size
- NAN 1 Pro Infant Powder 12.7 oz. and 28.2 oz. sizes
- NAN Supremepro 1 Powder 800g. can size
- NAN Supremepro 2 Powder 800g. can size
- NAN Expertpro Sensipro Powder 800g. can size
- Gerber Good Start SoothePro Powder 19.4 oz and 30.6 oz can sizes
- Gerber Good Start Soy Powder 20 oz. sizes

This means that WIC families may choose different can sizes of the formula listed on their Shopping List. More than one can size may be chosen in the same shopping trip if the can equivalent does not exceed the number of cans remaining on the Shopping List.

WIC families can also temporarily **mix and match** other formula brands and sizes equivalent to those indicated on their Shopping List up to their food benefit balance. Use the [online table of product options](#) to determine the equivalent non-Gerber formula options temporarily available if food benefits list (1) Gerber Good Start Gentle Powder, (2) Gerber Good Start Gentle Soy Powder, or (3) Gerber Good Start SoothePro Powder. Remember that some larger cans will be redeemed at the rate of two cans. Reminder: *Use your Bnft® App to scan products to see if they are approved.*

Updated Infant Formula Products

Powdered Formula Types and Sizes	Number of Can Equivalents
Shopping List: Gerber Good Start Gentle Powder	
Gerber Good Start Gentle Powder 12.7 oz.	1 can
Gerber Good Start GentlePro Powder 20 oz.	1 can
Gerber Good Start Gentle Powder 27 oz.	2 cans
Gerber Good Start GentlePro Powder 32 oz.	2 cans
Gerber Good Start Gentle Supreme A2 20 oz.	1 can
NAN 1 Pro Infant Powder 12.7 oz.	1 can
NAN 1 Pro Infant Powder 28.2 oz.	2 cans
NAN Supremepro 2 Powder 800g.	2 cans
NAN Supremepro 1 Powder 800g.	2 cans
NAN Expertpro Sensipro Powder 800g.	2 cans
Similac Advance Powder 12.4 oz.	1 can
Enfamil Infant Powder 12.5 oz.	1 can
Enfamil Infant Powder 21.1 oz.	1 can
Enfamil Infant Powder 29.4 oz.	2 cans
Enfamil Reguline Powder 12.4 oz.	1 can
Enfamil Reguline Powder 19.5 oz.	1 can
Parent's Choice Advantage 12.4 oz.	1 can
Parent's Choice Advantage 23.2 oz.	1 can
Parent's Choice Advantage 36 oz.	2 cans
Parent's Choice Infant 12.5 oz.	1 can
Parent's Choice Infant 22.2 oz.	1 can
Parent's Choice Infant 36 oz.	2 cans
Enfamil Enspire Powder 20.5 oz.	1 can
Enfamil Enspire Powder 27.4 oz.	1 can
Enfamil Enspire Powder 30 oz.	2 cans
Enfamil NeuroPro Infant Powder 20.7 oz.	1 can
Enfamil NeuroPro Powder 28.3 oz.	2 cans
Enfamil NeuroPro Powder 31.4 oz.	2 cans
Similac Advance Powder 30.8 oz.	2 cans
Similac Pro-Advance Powder 30.8 oz.	2 cans
Similac 360 Total Care Powder 30.8 oz.	2 cans
UP & UP Advantage Powder 23.2 oz.	1 can
UP & UP Infant Powder 19.8 oz.	1 can
UP & UP Infant Powder 22.2 oz.	1 can
Earth's Best Organic Powder 21 oz.	1 can
Earth's Best Organic Powder 32 oz.	2 cans
Kendamil Organic Infant Milk 28.22 oz.	2 cans

Kendamil First Infant Milk 31.75 oz.	2 cans
Kendamil Goat Infant Milk 28.22 oz.	2 cans
Bubs Organic Grass Fed Formula Stage 1 28.19 oz.	2 cans
Bubs Organic Grass Fed Formula Stage 2 28.19 oz.	2 cans
Bubs Supreme A2 Formula Stage 1 28.19 oz.	2 cans
Bubs Supreme A2 Formula Stage 2 28.19 oz.	2 cans
Bubs Easy-digest Goat Milk Stage 1 Formula 28.19 oz.	2 cans
Bubs Easy-digest Goat Milk Stage 2 Formula 28.19 oz.	2 cans
Happy Baby Organic Powder 12 oz.	1 can
Happy Baby Organic Powder 21 oz.	1 can
Aptamil Gold Plus Powder 900g.	2 cans
Similac Infant Formula Powder 850g.	2 cans
Bellamy's Organic 1 Powder 900g.	2 cans
Bellamy's Organic 2 follow on Powder 900g.	2 cans
Care A2 Plus Powder 800g.	2 cans
Shopping List: Gerber Good Start Soy Powder	
Gerber Good Start Soy Powder 12.9 oz.	1 can
Gerber Good Start Soy Powder 20 oz.	1 can
Similac Soy Isomil Powder 12.4 oz.	1 can
Enfamil ProSobee Powder 12.9 oz.	1 can
Enfamil ProSobee Powder 20.9 oz.	1 can
Parent's Choice Soy Infant Formula 22 oz.	1 can
UP & UP Soy Infant Formula 36 oz.	2 cans
Shopping List: Gerber Good Start SoothePro Powder	
Gerber Good Start SoothePro Powder 12.4 oz.	1 can
Gerber Good Start SoothePro Powder 19.4 oz.	1 can
Gerber Good Start SoothePro Powder 30.6 oz.	2 cans
Enfamil Gentlease Powder 12.4 oz.	1 can
Enfamil Gentlease Powder 19.9 oz.	1 can
Enfamil Gentlease Powder 27.7 oz.	2 cans
Enfamil NeuroPro Gentlease Powder 19.5 oz.	1 can
Enfamil NeuroPro Gentlease Powder 27.4 oz.	2 cans
Enfamil NeuroPro Gentlease Powder 30.4 oz.	2 cans
Enfamil Enspire Gentlease Powder 29.0 oz.	2 cans
Similac Total Comfort Powder 12.6 oz.	1 can
Similac PRO-Total Comfort Powder 29.8 oz.	2 cans
Parent's Choice Gentle Powder 12 oz.	1 can
Parent's Choice Gentle Powder 21.5 oz.	1 can
Parent's Choice Gentle Powder 34 oz.	2 cans
Parent's Choice Complete Comfort 22.5 oz.	1 can
Parent's Choice Complete Comfort 29.8 oz.	2 cans

Up & Up Gentle Powder 21.5 oz.	1 can
Earth's Best Organic Gentle 23.2oz.	1 can
Earth's Best Organic Sensitivity 23.2 oz.	1 can
Earth's Best Organic Sensitivity 35 oz.	2 cans
Similac Sensitive Powder 12.5 oz.	1 can
Similac Sensitive Powder 29.8 oz.	2 cans
Similac Pro Sensitive Powder 29.8 oz.	2 cans
Similac 360 Total Care Sensitive Powder 30.2 oz.	2 cans
Enfamil NeuroPro Sensitive Powder 29.4 oz.	2 cans
Parent's Choice Sensitive 12.0 oz.	1 can
Happy Baby Organic Sensitive Powder 21 oz.	1 can
Similac Total Comfort Powder 820g.	2 cans
Similac Total Comfort Powder 350g.	1 can

When approved Gerber products are available at the store, continue to purchase those products to keep your baby's feeding consistent. If the formula listed on your Shopping List is not available, please take advantage of these additional formula options. These additional formula options for WIC families are expected to be in place while the formula shortage lasts.

To ensure a smooth transition between formulas, follow the instructions as indicated on the product label. Most infants can transition easily between different formulas and brands, but If you are concerned about your baby, you should discuss your concerns with your health care provider. Tips for a smooth transition between formulas:

- Try slowly introducing small amounts of the new formula by mixing it with your regular formula. Slowly increase the amount of the new formula over time.
- Be patient since it may take some time for your baby to get used to it.
- If your baby is vomiting, has gas pains, is crying or can't be calmed down during feedings, is losing weight, has diarrhea, has blood or mucus in their poop, or is straining to poop, they may not be tolerating the new formula.
- Call your pediatrician or other health care provider if you have questions.

Examples

The following examples will help you better understand how you can use these new options.

Example 1:

If your Shopping List says 5 cans Gerber Good Start Gentle, you could choose:

A.

two 32-ounce cans (counts as 4 cans) plus
one 12.7-ounce can (counts as 1 can)

B.

Three 20 oz. cans (counts as 3 cans) plus
Two 12.7 oz. cans (counts as 2 cans)

C.

One 32 oz. can (counts as 2 cans) plus
Two 20 oz. cans (counts as 2 cans) plus
One 12.7 oz. can (counts as 1 can)

Example 2:

If Gerber Good Start Gentle Soy powder is listed on your Shopping List, you would be able to purchase: Gentle Gerber Good Start Soy, Similac Soy Isomil Powder, Enfamil ProSobee Powder, Parent's Choice Soy Powder, or UP & UP Soy Infant Powder. If Gerber Good Start Gentle Soy Powder is listed on your Shopping List, you cannot purchase formulas under the Gerber Good Start Gentle or Gerber Good Start SoothePro sections on the table.

Example 3:

If your Shopping List says 6 cans Gerber Good Start Soy, but the product is not available at the retailer, you could choose:

Two 20-ounce cans Gerber Good Start Soy Powder (counts as 2 cans)
One 12.9-ounce can Enfamil ProSobee Powder (counts as 1 can)
One 20.9-ounce can Enfamil ProSobee Powder (counts as 1 can)
One 36-ounce can UP & UP Soy Infant Formula (counts as 2 cans)

Example 4:

If your Shopping List says 7 cans Gerber Good Start SoothePro but the product is not available at the retailer, you could choose:

One 19.9-ounce can Enfamil Gentlelease Powder (counts as 1 can)
One 27.4-ounce can Enfamil NeuroPro Gentlelease Powder (counts as 2 cans)
One 29.0-ounce can Enfamil Enspire Gentlelease Powder (counts as 2 cans)
One 29.8-ounce can Similac PRO-Total Comfort Powder (counts as 2 cans)

Tips Before You Shop:

- Ask your [local WIC office](#) how these options work for you.
- Scan the product with your NC WIC Bnft® App to confirm it is the correct item before checking out at the register.
- If you have a problem at the register with the new WIC formula options, talk to a manager before paying.
- Remember that you can redeem your benefits during multiple shopping trips. If your store has fewer cans than the number listed on your Shopping List, purchase what you can when you see the formula your infant needs.

Please check with your local WIC office, online at www.ncdhhs.gov/formula, or the NC WIC Bnft® App for the latest updates.