

Minnesota WIC Similac Formula Substitutions

BEGINNING SEPTEMBER 29, 2022

Please use this Similac Formula Substitutions list if you have Similac on your WIC benefits.











If you are unable to find the Similac formula in your benefits, you may temporarily use your WIC Card to buy one of the other formulas listed below. Always try to find the Similac formula in your benefits first. Scan the formula using your My MN WIC App to make sure it's allowed before you try to buy it.

You can find this formula list using your WIC App. Tap Shopping Tips > Shopping for WIC Foods. If unable to use the App while shopping, take a screenshot and save the list for later use.

If your formula is:

Similac Advance – 12.4 oz powder



Try one of these formulas:	Try one of these formulas:
CVS Advantage 12.4 oz powder or 23.2 oz powder (Found at CVS) 	Earth's Best Organic Dairy 21 oz powder (Found at many WIC stores) 
Gerber Good Start Gentle 12.7 oz powder (Found at WIC stores) 	Happy Baby Organic Stage 1 12 oz or 21 oz powder (Found at WIC stores) 
Parent's Choice Advantage 12.5 oz or 23.2 oz powder (Found at Walmart) 	Parent's Choice Infant 12.5 oz powder (Found at Walmart) 
Parent's Choice Organic 23.2 oz powder (Found at Walmart) 	Similac Advance 1.28 lb powder (Found at WIC stores) 
Similac Pro-Advance 1.29 lb powder (Found at WIC stores) 	Similac Pure Bliss 24.7 oz powder (Found at WIC stores) 

Continued - If your formula is:
Similac Advance – 12.4 oz powder



Try one of these formulas:	Try one of these formulas:
Tippy Toes Advantage 23.2 oz powder (Found at many WIC stores)	 Tippy Toes Infant 22.2 oz powder (Found at many WIC stores)
Up & Up Advantage 23.2 oz powder (Found at Target)	 Up & Up Infant 22.2 oz powder (Found at Target)
Well Beginnings Advantage 23.2 oz powder (Found at Walgreens)	 Well Beginnings Infant 22.2 oz powder (Found at Walgreens)

If you have **3 cans of Similac Advance – 12.4 oz powder** in your WIC benefits:



You can buy **1 can** of:

- Bubs Organic Grass Fed Stage 1 – **800 g** powder (Found at WIC stores)
- Bubs Organic Grass Fed Stage 2 – **800 g** powder (Found at WIC stores)
- Bubs Supreme A2 Stage 1 – **800 g** powder (Found at WIC stores)
- Bubs Supreme A2 Stage 2 – **800 g** powder (Found at WIC stores)
- CVS Advantage – **35 oz** powder (Found at CVS)
- CVS Infant – **35 oz** powder (Found at CVS)
- Earth’s Best Organic Dairy – **32 oz** powder (Found at Many WIC stores)
- Kendamil Classic First Infant Milk – **900 g** powder (Found at Target)



MINNESOTA WIC SIMILAC FORMULA SUBSTITUTIONS

- Kendamil Organic Infant Milk – **800 g** powder (Found at Target)
- Parent’s Choice Advantage – **36 oz** powder (Found at Walmart)
- Parent’s Choice Infant – **36 oz** powder (Found at Walmart)
- Similac 360 Total Care – **30.8 oz** powder (Found at WIC stores)
- Similac Advance – **1.92 lb** powder (Found at WIC stores)
- Similac Pro-Advance – **1.93 lb** powder (Found at WIC stores)
- Similac Pure Bliss – **31.8 oz** powder (Found at WIC stores)
- Tippy Toes Advantage – **35 oz** powder (Found at many WIC stores)
- Tippy Toes Infant – **35 oz** powder (Found at many WIC stores)
- Up & Up Advantage – **35 oz** powder (Found at Target)
- Up & Up Infant – **35 oz** powder (Found at Target)



If your formula is:

Similac Total Comfort – 12.6 oz powder



Try one of these formulas:	Try one of these formulas:
CVS Complete Comfort 22.5 oz powder (Found at CVS) 	CVS Gentle 21.5 oz powder (Found at CVS) 
Earth’s Best Organic Gentle 21 oz powder (Found at WIC stores) 	Gerber Good Start GentlePro 20 oz powder (Found at WIC stores) 
Gerber Good Start SoothePro 12.4 oz or 19.4 oz powder (Found at WIC stores) 	Parent’s Choice Complete Comfort 22.5 oz powder (Found at Walmart) 
Parent’s Choice Gentle 12 oz or 21.5 oz powder (Found at Walmart) 	Similac Pro-Total Comfort 1.25 lb. powder (Found at WIC stores) 

Continued - If your formula is:
Similac Total Comfort – 12.6 oz powder



Try one of these formulas:	Try one of these formulas:
Tippy Toes Gentle 21.5 oz powder (Found at many WIC stores)	Up & Up Gentle 21.5 oz powder (Found at Target)
Well Beginnings Gentle 21.5 oz powder (Found at Walgreens)	

If you have **3 cans of Similac Total Comfort – 12.6 oz powder** in your WIC benefits:



You can buy **1 can** of:

- CVS Gentle – **33.2 oz** powder (Found at CVS)
- Gerber Good Start GentlePro – **32 oz** powder (Found at WIC stores)
- Gerber Good Start SoothPro – **30.6 oz** powder (Found at WIC stores)
- Parent’s Choice Gentle – **34 oz** powder (Found at Walmart)
- Parent’s Choice Complete Comfort – **29.8 oz** powder (Found at Walmart)
- Similac PRO-Total Comfort – **1.86 lb** powder (Found at WIC stores)
- Tippy Toes Gentle – **33.2 oz** powder (Found at many WIC stores)
- Up & Up Complete Comfort – **1.86 lb** powder (Found at Target)
- Up & Up Gentle – **33.2 oz** powder (Found at Target)

If your formula is:
Similac Sensitive – 12.5 oz powder



Try one of these formulas:	Try one of these formulas:
CVS Sensitivity 22.5 oz powder (Found at CVS)	 Earth's Best Organic Sensitivity 21 oz powder (Found at many WIC stores)
Gerber Good Start Gentle Supreme 20 oz powder (Found at WIC stores)	 Happy Baby Organic Sensitive 21 oz powder (Found in many WIC stores)
Parent's Choice Sensitivity 12 oz or 22.5 oz powder (Found at Walmart)	 Similac Pro-Sensitive 1.25 lb powder (Found at WIC stores)
Similac Sensitive 1.25 lb powder (Found at WIC stores)	 Tippy Toes Sensitivity 22.5 oz powder (Found at Hy-Vee)
Up & Up Sensitivity 22.5 oz powder (Found at Target)	 Well Beginnings Sensitivity 22.5 oz powder (Found at Walgreens)

If you have **3 cans** of Similac Sensitive – 12.5 oz powder in your WIC benefits:



You can buy **1 can** of:

- CVS Sensitivity – **33.2 oz** powder (Found at CVS)
- Earth's Best Organic Sensitivity – **32 oz** powder (Found at many WIC stores)




MINNESOTA WIC SIMILAC FORMULA SUBSTITUTIONS

- Parent’s Choice Sensitivity – **34 oz** powder (Found at Walmart)
- Similac 360 Total Care Sensitive – **30.2 oz** powder (Found at WIC stores)
- Similac PRO-Sensitive – **1.86 lb** powder (Found at WIC stores)
- Similac Sensitive – **1.86 lb** powder (Found at WIC stores)
- Tippy Toes Sensitivity – **33.2 oz** powder (Found at many WIC stores)
- Up & Up Sensitivity – **33.2 oz** powder (Found at Target)

If your formula is:

Similac for Spit-Up – 12.5 oz powder



Try one of these formulas:	Try one of these formulas:
Parent’s Choice Added Rice 21.5 oz powder (Found at Walmart) 	Similac for Spit-Up 1.21 lb powder (Found at WIC stores) 
Tippy Toes Added Rice 21.5 oz powder (Found at many WIC stores) 	

If you have **3 cans of Similac for Spit-up – 12.5 oz powder** in your WIC benefits:



You can buy **1 can** of:

- Parent’s Choice Added Rice – **32.2 oz** powder (Found at Walmart)
- Up & Up Added Rice Starch – **32.2 oz** powder (Found at Target)

If your formula is:
Similac Isomil – 12.4 oz powder



Try one of these formulas:	Try one of these formulas:
Earth's Best Soy 21 oz powder (Found at many WIC stores)	Gerber Good Start Soy 12.9 oz or 20.0 oz powder (Found at WIC stores)
Parent's Choice Soy 22 oz powder (Found at Walmart)	Tippy Toes Soy 22 oz powder (Found at many WIC stores)
Well Beginnings Soy 22 oz powder (Found at Walgreens)	

If you have **3 cans of Similac Isomil – 12.4 oz powder** in your WIC benefits:



You can buy **1 can** of:

- Similac Soy Isomil – **30.8 oz** powder (Found at WIC stores)
- Up & Up Soy - **36 oz** powder (Found at Target)

Minnesota Department of Health - WIC Program 85 E 7th Place, PO BOX 64882, ST PAUL MN 55164-0882; 800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; To obtain this information in a different format, call: 800-657-3942.

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