

WIC Infant Formula

Starting August 1, 2022, buy the brand, type, size, and number of cans included in your WIC Food Balance.



Similac Advance*
12.4 oz powder or
13 fl oz liquid concentrate

Enfamil ProSobee
12.9 oz powder or
13 fl oz liquid concentrate



Similac Sensitive
12.5 oz powder only

WIC provides breastfeeding services and infant feeding support to all families. Call your local WIC office to learn more!

** Primary contract brand milk-based infant formula*



**California Department of Public Health,
California WIC program**

This institution is an equal opportunity provider.

1-800-852-5770 | MyFamily.WIC.ca.gov

Rev 07/22

