**Key Messages to Share with Clients**

**Returning to Normal Formula updated: 2/14/2023**

Do you have any of formulas listed below on your baby’s WIC benefits? If yes, you need to start purchasing only these products at the store instead of the substitute formulas allowed during the formula shortage.

- Similac Advance
- Similac Sensitive
- Similac Total Comfort
- Soy Isomil

- Soon, you will only be able to purchase what is exactly on your baby’s benefits. The other formulas you were able to substitute at the store will no longer be available.

- Look in your WIC Shopper App for details.

- Double check available benefits by checking the WIC Shopper app or your list of benefits. You can also scan the formula with the app to see if it is available.

- **After February 28.** You will not be able to purchase any brands of standard formula other than Similac. You can still get some other Similac products as before. For example, if you have Similac Advance, February 28 is the last day you can go to the store and substitute the non-Similac brands like Gerber, Parent’s Choice, Tippy-Toes, and Up & Up. You can still get Similac products like Similac Pro Advance and Similac 360. You can also still purchase some of the larger Similac products.

- **After April 30.** Similac Pro and Similac 360 products can no longer be substituted for the Similac product listed on your WIC benefits.

- If the product is not ringing up at the cash register or showing on the app and you think you have the correct formula and size; please contact your local agency with the name, size, and UPC number. Taking a photo of the formula and UPC number is helpful.

- If a Similac liquid formula is on your baby’s benefits, you can still stay with a liquid.

**Does your baby have Similac for Spit-Up for benefits?**

- The formula company no longer makes Similac for Spit-up. Talk with your local agency about other formulas.

**Does your baby have a special formula that the doctor prescribed?**

- If your baby is on a non-Similac special formula that has been approved by WIC for a medical condition, you can still purchase that formula. (Like Nutramigen)
- WIC is not allowed to honor a doctor’s request to issue a non-contract alternative to one of the standard formulas.
- In early summer there will be additional changes for some allowed special formula brands and sizes. Watch for announcements as they are provided.