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

Similac Total Comfort
12.6 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.