



February 8, 2023

Vendor News Flash

Alternate Formulas Ending February 28

Consistent with USDA guidance, flexibilities for alternative brand Enfamil and Similac Soy Isomil formulas **will end on February 28, 2023**. Beginning March 1, 2023, WIC participants will only be permitted to redeem standard milk and soy formulas from the contracted brands that are listed on their benefits. As of March 1, please ensure all WIC labels are removed from alternative brands.

Participants with larger can sizes of contract products issued to their benefits will still be able to redeem them through **April 30, 2023**. However, they will no longer be able to redeem alternative brands of larger can sizes.

Contract Formulas include:

- Enfamil Infant
- Enfamil Gentlease
- Enfamil Reguline
- Enfamil A.R.
- Similac Soy Isomil

*Temporarily authorized larger can sizes may include Enfamil NeuroPro formulations.

Therapeutic formula brands, such as Nutramigen, Alimentum, NeoSure and Enfamil Enfacare, are not impacted by the contract and any brand may be issued to a participant's card with a request from their healthcare provider.

Please see the previous vendor news flashes about the formula transition from [September 26, 2022](#), [October 18, 2022](#) and [November 17, 2022](#), for more detailed information.

The updated listing below has a new column indicating the date through which each product will be available.



UPC	Alternate Options for: WIC Standard Product: Enfamil Infant 12.5 oz (663) - NTE \$19.26	Available through:
050000216673	GERBER GS GENTLE PWD 12.7OZ	2/28/2023
070074559582	SIMILAC ADVANCE PWD 12.4OZ	2/28/2023

UPC	Alternate Options for: WIC Standard Product: Enfamil Gentlease 12.4 oz (668) - NTE \$20.01	Available through:
070074575414	SIMILAC SENSITIVE PWD 12.5OZ	2/28/2023
070074626000	SIMILAC TOTAL COMFORT PWD 12.6OZ	2/28/2023
050000624003	GERBER GS SOOTHEPRO PWD 12.4OZ	2/28/2023

UPC	Alternate Options for: WIC Temp Product: Enfamil GENTLEASE PWD 27.7OZ (681)- NTE \$47.30	Available through:
050000494989	GERBER GS SOOTHEPRO PWD 30.6OZ	2/28/2023
041220803484	HEB BABY COMPLETE CMFRT PWD 29.8OZ	2/28/2023
681131350204	PARENT'S CHOICE COMPLETE COMFORT PWD 29.8OZ	2/28/2023
078742022475	PARENT'S CHOICE GENTLE PWD 34OZ	2/28/2023
681131045506	PARENT'S CHOICE COMPLETE COMFORT PREMIUM PWD 29.8OZ	2/28/2023
036800497436	TIPPY TOES GENTLE PWD 33.2OZ	2/28/2023
683744964137	UP&UP COMPLETE COMFORT PWD 29.8OZ	2/28/2023
683744964663	UP&UP COMPLETE COMFORT PREMIUM PWD 29.8OZ	2/28/2023
683744963420	UP&UP GENTLE PWD 33.2OZ	2/28/2023

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UPC	Alternate Options for: WIC Temp Product: ENFAMIL INFANT PWD 29.4OZ (678)-NTE \$44.86	Available through:
9418783002820	APTAMIL GOLD+ PRONUTRA BIOTIK STAGE 1 INFANT PWD 31.7OZ	2/28/2023
9338078005698	BUBS ORGANIC GRASS FED STAGE 1 800g	2/28/2023
9338078005704	BUBS ORGANIC GRASS FED STAGE 2 800g	2/28/2023
9338078008552	BUBS SUPREME A2 STAGE 1 (0-6 Months) 800g	2/28/2023
9338078008569	BUBS SUPREME A2 STAGE 2 (6-12 Months) 800g	2/28/2023
9338078005537	BUBS EASY-DIGEST GOAT MILK STAGE 1 (0-6 Months) 800g	2/28/2023
9338078005544	BUBS EASY-DIGEST GOAT MILK STAGE 2 (6-12 Months) 800g	2/28/2023
050000472635	GERBER GOOD START GENTLEPRO PWD 32OZ	2/28/2023
050000413751	GERBER GOOD START GENTLE PWD 27OZ	2/28/2023
5056000502957	KENDAMIL EU CLASSIC MILK STAGE 1 900g	2/28/2023
5056000502926	KENDAMIL EU ORGANIC MILK STAGE 1 800g	2/28/2023
5056000503855	KENDAMIL EU GOAT MILK STAGE 1 800g	2/28/2023

UPC	Alternate Options for: WIC Standard Product: Similac Soy Isomil PWD 12.4 oz (389) - NTE \$22.09	Available through:
300871214415	ENFAMIL PROSOBEE PWD 12.9OZ	2/28/2023
50000035304	GS GENTLE SOY STAGE 1 PWD 12.9OZ	2/28/2023

UPC	Alternate Options for: Alternative Soy PWD 20 oz (675) - NTE \$41.35	Available through:
300871214422	ENFAMIL PROSOBEE PWD 20.9OZ	2/28/2023
050000137688	GERBER GOOD START GENTLE SOY STAGE 1 PWD 20OZ	2/28/2023

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The following additional large can sizes will be allowed through **April 30, 2023**. Clients must return to the clinic to have these specific sizes loaded onto their cards.

UPC	Formula Name/Size	Sub-Cat	NTE	Available through:
300875121276	ENFAMIL INFANT PWD 29.4OZ	678	\$44.86	4/30/2023
300875121092	ENF NEURO INF PWD 28.3OZ	679	\$50.56	4/30/2023
300875121115	ENF NEURO INF BOX PWD 31.4OZ	680	\$54.10	4/30/2023
300875121252	ENF GENTLEASE PWD 27.7OZ	681	\$47.30	4/30/2023
300875121214	ENF NEURO GENTL PWD 27.4OZ	682	\$52.96	4/30/2023
300875121238	ENF NEURO GENTL BOX PWD 30.4OZ	683	\$56.51	4/30/2023
300875100967	ENFAMIL A.R. BOX PWD 30.4OZ	684	\$56.51	4/30/2023
300875111574	ENFAMIL REGULINE PWD 19.5OZ	692	\$41.35	4/30/2023
300875119785	ENFAMIL GENTLEASE PWD 19.9oz	694	\$36.79	4/30/2023
070074677002	SIMILAC SOY ISOMIL PWD 30.8OZ	674	\$43.65	4/30/2023

Vendors are strongly encouraged to prioritize ordering the contract brand products to support adequate availability for WIC participants.

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash or any challenges purchasing the supply of contract brand formula, please contact the Vendor Outreach Branch at WICVendorInfo@hhs.texas.gov or 1-800-252-9629. Find additional WIC vendor resources on our [website](#).