



May 17, 2023

Alternate Formulas Ending May 31

Consistent with USDA guidance, flexibilities for WIC clients to redeem alternative brands when Enfamil is not available will **end on May 31, 2023**. Beginning June 1, 2023, WIC participants will **only** be permitted to redeem standard formulas from the contracted brands that are listed on their benefits. As of June 1, please ensure all WIC labels are removed from alternative brands.

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](#) , [November 17, 2022](#) and [April 26, 2023](#) for more detailed information.

The updated listing below indicates 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	5/31/2023
070074559582	SIMILAC ADVANCE PWD 12.4OZ	5/31/2023



UPC	Alternate Options for: WIC Standard Product: Enfamil Gentlease 12.4 oz (668) - NTE \$20.01	Available through:
070074575414	SIMILAC SENSITIVE PWD 12.5OZ	5/31/2023
070074626000	SIMILAC TOTAL COMFORT PWD 12.6OZ	5/31/2023
050000624003	GERBER GS SOOTHEPRO PWD 12.4OZ	5/31/2023

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	5/31/2023

UPC	Alternate Options for: WIC Temp Product: ENFAMIL INFANT PWD 29.4OZ (678)-NTE \$44.86	Available through:
050000472635	GERBER GOOD START GENTLEPRO PWD 32OZ	5/31/2023

The following additional large can size options of Enfamil products will continue to be allowed through **August 31, 2023** when the standard size cans are not available. Clients must be issued the large can size option on their WIC benefits in order to redeem them at the store.

UPC	Formula Name/Size	Sub-Cat	NTE	Available through:
300875121276	ENFAMIL INFANT PWD 29.4OZ	678	\$44.86	8/31/2023
300875121092	ENF NEURO INF PWD 28.3OZ	679	\$50.56	8/31/2023
300875121115	ENF NEURO INF BOX PWD 31.4OZ	680	\$54.10	8/31/2023
300875121252	ENF GENTLEASE PWD 27.7OZ	681	\$47.30	8/31/2023
300875121214	ENF NEURO GENTL PWD 27.4OZ	682	\$52.96	8/31/2023

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300875111574	ENFAMIL REGULINE PWD 19.5OZ	692	\$41.35	8/31/2023
300875119785	ENFAMIL GENTLEASE PWD 19.9OZ	694	\$36.79	8/31/2023
300875119761	ENFAMIL INFANT PWD 21.1OZ	696	\$36.78	8/31/2023
300875127483	ENF NEURO INFANT PWD BOX 36.4OZ	697	\$69.72	8/31/2023
300875127506	ENF NEURO GENTL PWD BOX 35.2OZ	698	\$75.70	8/31/2023
300875121191	ENF NEURO GENTL PWD 19.5OZ	702	\$46.21	8/31/2023

Vendors should only order 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](#).