

**If Rx is for Milk Based formula
for 9 to 12 months of age:**

- Enfagrow Toddler Transitions, etc.

The baby must have tried:

First:

- Similac Advance

Second:

- Similac Total Comfort

**If Rx is for Soy Based formula
for 9 to 12 months of age:**

- Gerber Good Start Soy Stage 2 (not WIC eligible)

The baby must have tried:

First:

- Similac Soy Isomil

Second:

- Similac Sensitive or Similac Total Comfort

(if no milk allergies exist)

Ready to feed formula can only be given for one of the following reasons:

- Poor water supply
- No refrigeration
- Unable to mix the formula properly
- Only available form of the product

Bottle nipples affect how fast formula flows from the bottle.

- Faster flow nipples can cause spit up.
- It is recommended to use a slow flow or stage 1 nipple from birth until three (3) to six (6) months of age.

***Any unused formula received from WIC
should be returned to the WIC clinic.
Selling or trading WIC formula is a
program violation that could result in
criminal charges and/or disqualification
from receiving future benefits.***

If you have any questions about these guidelines, please call your local health department.

Adapted from a pamphlet designed by
Hopkins County Health Department.

CABINET FOR HEALTH AND FAMILY SERVICES
DEPARTMENT FOR PUBLIC HEALTH
275 EAST MAIN STREET, HS2W-D
FRANKFORT, KY 40621-0001
6.9 L Rev. 10/25 PAM-DHS-136

This institution is an equal opportunity provider.



Kentucky WIC Program Standard Infant Formula Guidelines



Effective 10/01/2025

Healthy Babies must try Similac brand formula

The WIC Program has a contract with Abbott Laboratories.

All formulas must be tried by infants for 72 hours unless there are severe problems such as:

- Projectile vomiting
- Skin rash
- Bloody stools

Transition Guidelines

- Day 1: provide 3/4 current formula mixed with 1/4 new formula
- Day 2: provide 1/2 current formula mixed with 1/2 new formula
- Day 3: provide 1/4 current formula mixed with 3/4 new formula
- Day 4: offer only the new formula

Healthy babies with drinkable water will receive powder or concentrate formula.

First: Similac Advance

Second: Must try any **one** of the following

- Similac Total Comfort
- Similac Sensitive
- Similac Soy Isomil

Formulas Requiring WIC Prescription (Rx)

Any formula other than **Similac Advance, Similac Total Comfort, Similac Sensitive, or Similac Soy Isomil** requires an order which includes:

- Complete name of specific formula
- Valid diagnosis
- Length of time baby is to receive formula
- Signature of MD, DO, APRN, PA

If Rx is for Milk Based formula:

- Good Start Dr. Brown's Gentle Pro
 - Enfamil Infant, etc.

The baby must have tried:

First:

- Similac Advance

Second:

- Similac Total Comfort

If Rx is for Soy based formula:

- Enfamil Prosobee
- Good Start Dr. Brown's Soy-ease
- **The baby must have tried:**

First:

- Similac Soy Isomil

Second:

- Similac Sensitive or
- Similac Total Comfort

(if no milk allergy exists)

If Rx is for Milk Based lactose free or lactose reduced formula:

- Enfamil Gentlease
- Good Start Dr. Brown's Soothe Pro

The baby must have tried:

First:

- Similac Total Comfort

Second:

- Similac Sensitive or
- Similac Soy Isomil

If Rx is for milk based, hydrolyzed protein with probiotics

- Enfamil Reguline (not WIC eligible)

The baby must have tried

First:

- Similac Total Comfort

Second:

- Similac Sensitive

If Rx is for Kosher or Halal formula due to religious beliefs:

The baby must have tried:

First:

- Similac Advance

Second:

- Similac Total Comfort

If Rx is for reflux or GERD formula

- Enfamil AR

There is no reflux contract brand formula