

Effective October 1, 2023



NORTH CAROLINA PROGRAM CONTRACT

# Formula Is Changing



*Similac® Advance and Soy Isomil in Concentrate and Powder, and Sensitive and Total Comfort in Powder. Talk with your WIC nutritionist to find out what's best for your baby.*

Starting on October 1, 2023, most babies will get a new formula from the WIC Program. If your baby gets a special, prescribed formula from WIC, they will continue to receive it.

### What is changing?

- The brand of milk-based formula.
- The brand of soy-based formula.

### When will this change happen?

- October 1, 2023.

Current Formula		New Formula
Gerber® Good Start Gentle	➔	Similac® Advance
Gerber® Good Start Soy	➔	Similac® Soy Isomil
Gerber® Good Start Soothe	➔	Similac® Sensitive

### What else is changing?

- There are no other changes.

### What if I don't want the new formula for my baby?

- NC WIC cannot provide other milk- or soy-based formulas.
- You can still get the WIC-approved infant cereal and infant fruits and vegetables.

**REMEMBER:** If you do not breastfeed your baby, it is very important that you continue to feed your infant iron-fortified formula until they are one year old.



Department of Health and Human Services • Division of Child and Family Well-Being  
Community Nutrition Services Section • [www.ncdhs.gov/ncwic](http://www.ncdhs.gov/ncwic)

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