

Information about Utah WIC-approved infant formulas

WIC staff can help you choose which WIC-approved formula is right for your baby—whether you use formula occasionally or your baby only drinks formula. WIC staff can also help you breastfeed and keep your milk supply high if you choose to both breastfeed and formula feed.

WIC has cow milk-based and soy-based formulas available. These are called “standard formulas” and automatically given when an infant needs formula. If you need a more specialized formula, your baby’s healthcare provider must fill out a Utah WIC Program Formula and Food Authorization Form (FAFAP). The FAFAP is like a prescription for a specialized formula.

Utah WIC standard infant formulas

If your baby needs infant formula, you can choose between:

- Similac Advance
- Similac Soy Isomil

Most babies do well on one of these formulas. If you think your baby isn't tolerating these formulas, talk to a WIC nutritionist or your baby’s healthcare provider about trying one of these formulas:

- Similac Sensitive (except in concentrate form)
- Similac Total Comfort

You will not need a FAFAP for either of these, but we only give them after your baby has tried Similac Advance or Similac Soy Isomil.

Infant formulas Utah WIC does not provide (with or without a FAFAP):

*not a full list

There are some formulas that WIC does not provide, even if you have a FAFAP from your baby’s healthcare provider.

Infant formula brands:

- bobbie (Baby’s Only Organic)
- ByHeart
- Good Start Dr. Brown's
- Happy Baby
- HiPP
- kabrita
- Kendamil

Milk-based infant formulas:

- Enfamil Enspire Optimum
- Enfamil Infant
- Enfamil NeuroPro Infant
- Parent’s Choice Advantage Premium
- Parent’s Choice Infant
- Similac 360 formulas

Soy-based infant formulas:

- Enfamil ProSobee Simply Plant-Based Soy
- Kroger Comforts Soy
- Parent’s Choice Soy

Frequently asked questions (FAQs)

Why can't WIC provide other brands of formula?

WIC is required to have a contract with a formula company to help keep costs down. Utah WIC has a contract with Abbott (the makers of Similac) for January 2025 through January 2030. The formulas offered under this contract are:

Cow-milk based:

- Similac Advance
- Similac Sensitive
- Similac Total Comfort

Soy-based:

- Similac Soy Isomil

What can I expect if my baby changes formula?

Most babies can easily change from one formula to another. It's a good idea to only buy 1 to 2 cans of formula at first to make sure the formula will work for your baby. In the first few days on a new formula, some babies will have a small change in the color of their poop or may drink a little less than usual. This is normal and should get better in a few days.

Babies may spit up, have gas, be fussy, have softer or harder poop, or poop less often. This is not always because of a change in their formula. Talk with a WIC nutritionist and use [these directions](#) to help your baby change formula.

What if my baby isn't doing well with the formula?

Call your baby's doctor right away if your baby has blood in their poop, vomits, gets a rash, starts to swell, loses weight, won't stop crying, or has diarrhea that doesn't get better. The healthcare provider may suggest you try a specialized formula. They'll need to complete a FAFAF for your WIC clinic. You or your doctor can print the [FAFAF](#) from our website (<https://wic.utah.gov/professionals/>) if they don't already have one. If WIC can't provide the formula the healthcare provider recommended, a WIC nutritionist will work with your doctor to find another option.

Call your WIC clinic and schedule an appointment to return any **unopened** cans of formula you've bought with your WIC account. We can replace the unopened cans you bought with the new formula.

How do I prepare my baby's formula?

Follow the instructions printed on the formula can or ask a WIC nutritionist for help.