

How to Safely Feed Your Baby During Formula Shortages If Not Breastfeeding

DO consider online shopping to save time and energy from driving around to multiple stores. You may be able to order from places like Amazon, Walmart, Target, and others. Even if online shopping does not accept WIC, you may be able to use SNAP money. You can also order online from formula companies.

DO consider generic or store brand formulas at places like Costco, BJ's & Sam's Club. Similac generic formulas usually have blue labels, and Enfamil usually has a yellow label. Generic/store brands should have written on the label what formula it is comparable to.

DO consider substituting soy or gentle formulas for standard term infant formula – for example, Isomil or Prosobee soy formulas, Similac Sensitive or Enfamil Gentlease.

DO discuss with your baby's doctor when you can start infant cereal and food for your baby. This can be a safe way to give extra calories if your baby is at least six months old and can hold up their neck and head on their own. You will still need infant formula as main nutrition but may start to need less as your baby eats more food.

DO NOT add cereal to formula unless your baby's doctor tells you to because it may be hard for your baby to suck if it is too thick or not prepared in the right way.

DO NOT dilute (or water down) your baby's formula. This will prevent them from getting enough nutrition to grow.

DO NOT use soy, almond, or other plant-based milk instead of formula. They do not have enough nutrients and vitamins for your baby.

DO NOT use cow's milk, goat milk, or other animal milk products instead of formula. These do not have enough nutrients, and babies cannot always digest them. Giving your baby these milk products can make them sick enough to need to be in the hospital.

DO NOT make or give your baby homemade formula recipes. These can use ingredients that are not safe for babies to digest. They are also not able to meet your baby's nutrition needs. In some cases, babies have become very sick and died from homemade formulas.

DO NOT buy donor breast milk from other moms. It can cause infections that can be very harmful to your baby.



Scan the QR code to find what formulas to substitute when using WIC if your recommended formula is not available.

Former Preterm Infants:

- Substitute Enfamil EnfaCare if Similac Neosure unavailable.
- If neither is available, ask your pediatrician if it is ok to temporarily use term formula.



Name Brand	Store Brand/Generic
Similac Advance	Costco – Kirklands Signature ProCare BJs – Wellsley Farms Advantage, Wellsley Farms Premium Sams Club – Member’s Mark Advantage, Member’s Mark Infant CVS – Health Advantage, Health Infant, Health Premium Walgreens – Well Beginnings Infant, Well Beginnings Advantage
Similac Total Care Sensitive	BJs – Wellsley Farms Sensitivity, Wellsley Premium Gentle Sam’s Club – Member’s Mark Gentle, Member’s Mark Sensitivity CVS – Health Advantage Gentle, Health Complete Comfort, Health Sensitivity Walgreens – Well Beginnings Sensitivity, Well Beginnings Gentle
Similac for Spit Up	Walmart – Parent’s Choice Added Rice Starch
Similac Soy Isomil Enfamil ProSobee	Target – Soy Walgreens – Well Beginnings Soy Walmart – Parent’s Choice Soy