



MSDH WIC PROGRAM NOTIFICATION: INFANT FORMULA MANUFACTURER CHANGE

August 7, 2025

To: WIC Authorized Vendors

From: WIC Vendor Management Unit

Starting **September 1, 2025**, the Mississippi WIC Program will transition from **Enfamil** to **Similac** for standard infant formulas. This change does **not** affect any medical formulas. If participants were issued benefits for Enfamil formula on their eWIC card for **August 2025**, they can still use those benefits to purchase Enfamil until they expire in **September**.



What's Changing:

The following Enfamil formulas will no longer be offered: Enfamil Infant, Enfamil Gentlease, Enfamil AR, Enfamil Reguline, and Enfamil Simply Plant-based (Prosobee).

The above-mentioned **Enfamil formulas** will be replaced with these **Similac formulas**:

- Enfamil Infant → Similac Advance
- Enfamil Gentlease → Similac Sensitive
- Enfamil AR → Similac Total Comfort
- Enfamil Reguline → Similac Total Comfort
- Enfamil Simply Plant Based (Prosobee) → Similac Soy Isomil

If you have questions or concerns, please contact the **WIC Vendor Management Unit** at vmu@msdh.ms.gov.