

WIC Approved Formula

All WIC formula is iron-fortified.

Good Start Gentle Plus



- Standard milk based formula
- 100% whey protein
- Easy digestion
- Partially broken down
- Contains DHA & ARA for eye and brain development
- Infants 0-12 months

Good Start Protect Plus



- Standard milk based formula
- Contains the probiotic Bifidobacterium lactis
- Easy digestion
- Partially broken down
- Contains DHA & ARA for eye and brain development
- Infants 0-12 months

Good Start Soy Plus



- Milk-free
- Lactose-free
- Easy digestion
- Partially broken down
- Contains DHA & ARA for eye and brain development
- Infants 0-12 months

Good Start Gentle Plus 2



- Milk based formula
- 100% whey protein
- Easy digestion
- Contains DHA & ARA for brain and eye development
- For older infants

Good Start Protect Plus 2



- Standard milk based formula
- Contains the probiotic Bifidobacterium lactis
- Easy digestion
- Partially broken down
- Contains DHA & ARA for eye and brain development
- For older infants

Good Start Soy Plus 2



- Milk-free
- Lactose-free
- Easy digestion
- Partially broken down
- Contains DHA & ARA
- For older infants

For more information call the Oklahoma State Department of Health
WIC Service Nutrition Line at 1-888-OKLA WIC.
WIC is an equal opportunity provider.