

WIC Approved Formula

All WIC formula is iron-fortified

Good Start Gentle



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

Good Start Soothe



- Milk based, reduced lactose formula (30%)
- Marketed for excessive crying and colic
- Lower lactose may help ease fussiness and gas
- Contains the probiotic Lactobacillus reuteri
- Partially broken down
- Contains DHA & ARA
- Infants 0-12 months
- Available in powder

Good Start Soy



- Milk-free
- Lactose-free
- Easy digestion
- Partially broken down
- Contains DHA & ARA
- Infants 0-12 months
- Available in both powder and concentrate

Graduates Gentle



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

Graduates Soothe



- Milk based, reduced lactose formula (30%)
- Lower lactose may help ease fussiness and gas
- Contains the probiotic *L. reuteri* to help support digestive health
- Contains DHA & ARA for eye and brain development
- For older infants
- Available in powder

Graduates Soy



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

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