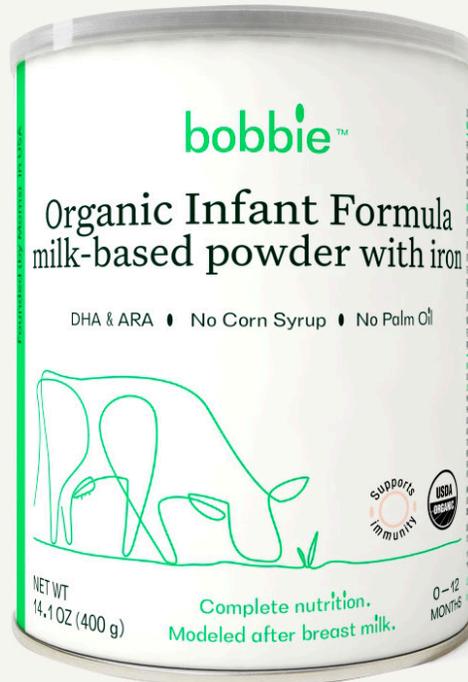


# Has formula ever looked so good?

Launching in 2020



## Our Vision

Bobbie will evolve the conversation of parenthood and create a world where all parents belong. Our responsibility is to give parents peace of mind and that starts with what you feed your child. We will move the conversation away from how you feed to what you feed.

## Our Stance

Breast milk is amazing. We are not breast milk or trying to replace breast milk. But Bobbie recognizes an “all or nothing” mindset is not a reality for many parents today. Nutritionally complete, Bobbie is designed to nourish your infant throughout their first year, as an exclusive formula, or as a supplement to breast milk. Parents deserve to always feel good about their options.

## Our Approach

Ingredients matter. Not every formula is made equal and the choice of ingredients are the real differentiators. We bring a proven recipe, combined with the world's best ingredients at a FDA vetted U.S. facility - readily available and guaranteed supply. Bobbie is a team of food scientists, medical experts and operators (who are all moms).

## The Gist

- **European Recipe:** Simple recipe that starts with high quality ingredients
- **FDA Vetted:** Meets all FDA nutritional and quality standards
- **Organic:** USDA organic certified
- **Pasture-raised Dairy:** Organic milk from ORGANIC VALLEY®
- **Fat Blend:** Organic Fat Blend (No Palm Oil)
- **Carbohydrate:** 100% Lactose, the predominant carbohydrate in human breast milk
- **Whey-to-Casein:** 60:40 ratio that matches that of breast milk for easy digestibility
- **Increased DHA:** DHA/ARA: 20mg/100kcal and 34mg/100kcal respectively
- **Iron:** 1.2mg/100kcal
- **No Nonsense:** No Palm oil, No Corn Syrup, No Cane Sugar, Gluten Free

