

Bubs® Infant Formula and Aussie Bubs® Toddler Formula is available NOW across 6,500 stores in 42 states across the U.S.

Safe, Clean & Trusted Alternative To Unregulated European Imports

Bubs® Australia has been safely feeding infants and toddlers in Australia and in 11 international export markets with clean, reliable nutritional products for over 17 years, incident-free. We have supported over 1 million babies over the course of this history in their first 1,000 days of life, with the safety and high quality of our Australian Made infant formula products.

- **Meets the nutrient requirements of the U.S. Infant Formula Act** for an iron-fortified infant formula.
- **Fully compliant with the Food Standards Code of Australia & New Zealand (FSANZ).**
- **Manufactured in our 100% company owned and controlled, FDA registered facility.**
- **Certified by the Clean Label Project** - all Bubs® infant formulas have been third party tested for more than 400 heavy metals, pesticides, plasticizers and other chemicals and toxins and recognized for meeting the highest of standards. **All formulas are Clean Label Purity Award and First 1,000 Day Promise Award recipients.**
- **Our products follow current good manufacturing processes,** including proof of food safety certification, Global Food Safety Initiative (GFSI) benchmarked standard certification, internal quality control testing, and a robust supplier assurance program.
- **Non GMO and contains NO corn syrup, maltodextrin or sucrose.**
- **Free from artificial colors, flavors or preservatives with no added hormones.**
- **Women, Infants & Children (WIC) approved in 28 states.**



To find out more or to speak with one of our Aussie Bubs Careline members, please call 1-888-685-1508 or visit aussiebubs.com

**A guide for
Healthcare
Professionals**

**Bubs® - Safe Alternative to
Unregulated European Imports**



Bubs® Infant Formula Is FDA FDA-Import-Approved*

On May 27, 2022, Bubs® Australia received FDA approval for Infant Formula import discretion of;

- ✓ Bubs Organic® 365-days Grass-Fed Formula
- ✓ Bubs® Easy-digest Goat Milk Formula
- ✓ Bubs Supreme™ A2 beta-casein Formula

Since receiving FDA approval to import all six Bubs® Infant Formula products, more than 800,000 Bubs® Infant Formula tins have safely arrived in the U.S. are now on shelf in more than 6,500 stores across 42 States.

Bubs® is committed to supplying American families with our Infant Formula products for the long-term.

We are currently working with the FDA on implementing the pathway towards permanent approval for ongoing and continued supply to the U.S. of our FDA approved Infant Formula products.





To keep this from happening again, we need to change something else, and that’s to diversify the production so that it’s more resilient, so that if there is a problem in one place, it doesn’t create a situation like this again... With the foreign manufacturers that are now importing under our scrutiny with high-quality formula, we want to create a situation where they can stay on the market too. ~ FDA Commissioner Califf





* U.S. FDA Enforcement Discretion Policy with pathway for regulatory approval.

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|------------------------------------|--|--|--|--|
| Key Ingredients and Features | Bubs® Organic Grass Fed Cow Milk | HiPP UK Cow Stage 1 | Holle Cow Stage 1 | |
| Approved For Sale in U.S. | ✓ | ✗ | ✗ | |
| Organic Whole Cow's Milk | ✓ | ✗ | ✗ | |
| Added Whey Protein | ✓ | ✓ | ✓ | |
| Organic Lactose | ✓ | ✓ | ✓ | |
| Free of Maltodextrin | ✓ | ✓ | ✗ | |
| Contains Prebiotics and Probiotics | ✓ | ✗ | ✗ | |
| 365 Day Grass Fed Cows | ✓ | ✗ | ✗ | |
| Clean Label Purity Award | ✓ | ✗ | ✗ | |
| Organic Certified Formula | ✓ | ✓ | ✓ | |
| Australian Made | ✓ | ✗ | ✗ | |
| Iron ≥ 1 mg 100 kcal | ✓ | ✗ | ✗ | |

Extracted from competitor brand websites September 2022

| |  |  |  |  |
|--|---|---|---|---|
| Key Ingredients and Features | Bubs® Easy-digest Goat Milk | HiPP Goat Stage 1 | Holle Goat Stage 1 | |
| Approved For Sale in U.S. | ✓ | ✗ | ✗ | |
| Whole Goat Milk (naturally A2 beta-casein) | ✓ | ✓ | ✓ | |
| Added Whey Protein | ✓ | ✗ | ✗ | |
| Lactose | ✓ | ✓ | ✓ | |
| Free of Maltodextrin | ✓ | ✓ | ✗ | |
| Contains Prebiotics | ✓ | ✓ | ✗ | |
| No Sugar Added | ✓ | ✓ | ✓ | |
| No Corn Syrup Added | ✓ | ✓ | ✓ | |
| Clean Label Purity Award | ✓ | ✗ | ✗ | |
| Australian Made | ✓ | ✗ | ✗ | |
| Iron ≥ 1 mg 100 kcal | ✓ | ✗ | ✗ | |

Extracted from competitor brand websites September 2022

| |  |  |  |  |
|--|---|---|---|---|
| Key Ingredients and Features | Bubs Supreme™ with A2 beta-casein | HiPP Organic Stage 1 | Holle Organic Stage 1 | |
| Approved For Sale In U.S. | ✓ | ✗ | ✗ | |
| No Maltodextrin | ✓ | ✓ | ✗ | |
| Contains DHA and AA | ✓ | ✓ | ✗ | |
| Contains Prebiotics and Probiotics | ✓ | ✗ | ✗ | |
| Nucleotides Added | ✓ | ✗ | ✗ | |
| No Artificial Colors, Flavors or Preservatives | ✓ | ✓ | ✓ | |
| Clean Label Purity Award | ✓ | ✗ | ✗ | |
| Organic Certified Formula | ✗ | ✓ | ✓ | |
| Australian Made | ✓ | ✗ | ✗ | |

Extracted from competitor brand websites September 2022

How is Bubs® similar to European imported formulas like HiPP & Holle?

- ✓ Bubs® contains milk-based lactose as the primary carbohydrate source to closely mimic breast milk, and we never use processed sweeteners like corn syrup, rice syrup, maltodextrin, sucrose.
- ✓ Bubs® offers a variety of dairy sources to cater to different dietary needs and preferences, including Organic grass-fed milk, Goat milk, and A2 beta-casein protein milk.
- ✓ Bubs® uses whole milk as a base instead of skim milk.
- ✓ Bubs® contains prebiotics and probiotics for baby’s healthy gut.
- ✓ Bubs® does not contain ingredients made from GMOs, maltodextrin, no artificial colours flavors or preservatives.

How is Bubs® different from European formulas like HiPP & Holle?

AAP, USDA and FDA advise against importing European unregulated formula.

- ✓ All of Bubs® infant formulas are regulated by the FDA and considered safe to legally import, providing assurance of nutritional quality for Healthcare Professionals and their patients.
- ✓ All Bubs® formulas are fortified with iron ranging from 1.1-1.8mg iron/kcal, which meets the iron level requirements of the U.S. Infant Formula Act, for an iron-fortified infant formula.
- ✓ All of Bubs® infant formula preparation-for-use is standardized to 1 scoop to 2 fluid ounces.
- ✓ All of Bubs® formulas have instructions printed on labels in English.
- ✓ All of Bubs® infant formulas are supported by our Aussie Bubs® Care line team, located right here in the U.S., and contactable 24-hour, 7 days a week.
- ✓ All of our Bubs® infant formulas meet the requirements for importation and safe shipping, storage and handling.
- ✓ All of our Bubs® infant formulas are readily available in U.S. retail stores, removing delays from international shipping and removing risk of product arriving from overseas mail, with spoilage or shelf-life expiration.

NOW available in over 6,500 retail stores and leading online stores

Bubs® Infant Formulas are now available in over 6,500 stores including the top four infant formula retailers; Target, Walmart, Kroger, Albertsons Safeway and Whole Foods, as well as Walmart.com, Amazon.com and direct from the Aussie Bubs® website.



Where to find Bubs Infant Formula



aussiebubs.com/pages/store-locator