

Supporting Pediatricians and your families

– Enroll now in Project BUBS!

Project Bubs® is our way to help support pediatricians like you and the families in your practice. To do so, we are actively seeking feedback about Americans' experience with Bubs® Infant Formulas.

To kick-start this Project, we are offering pediatric practices the opportunity to introduce and distribute our infant formulas to parents and caregivers at no cost. Our U.S.-based Aussie Bubs® Inc customer service, sales, logistics and consumer education teams will support you along the way.

In return, we have three simple requests:

1. **Confirm your interest and provide shipping details** so we can send 10 cases (30 cans) of Bubs® infant formula products to you.
2. **Select the families* you think would be interested in participating and ask them to enroll, using this QR Code.** (via a simple App downloadable from Apple or Android).
3. **Once your selected families start using Bubs, complete our emailed questionnaire on your product impressions in approximately 1-2 months.**

If you have any questions at all about this program, please be sure to contact your personal Project Bubs administration manager, **Stephanie Mercado** at stephanie.mercado@aussiebubs.com.

Thank you!



Kristy Carr
CEO & Founder



Dr. Tanya Altmann
MD, FAAP



We appreciate you and value your time: to thank you for your contribution to this important project, we are pleased to provide participating pediatricians with a

\$50 Amazon Gift Card
for every family enrolled.



***Note:** They will earn free formula for 5 weeks (plus ongoing product discounts) in exchange for feedback on their baby's experiences with our products.

We have loved, loved, loved Bubs® Goat stage 2. Baby is sleeping better, happier, and meeting more milestones now that he is more comfortable. His stool has firmed up to better consistency and doesn't smell as bad as it did before. Our pediatrician said his growth is absolutely beautiful.

Chelsea W
- Georgia

So far this formula has helped eliminate congestion and make him a happier baby during the day and night.

Michelle H
- Illinois

We love it. The boys like it so much better than the enfamil the hospital sent home with us. They get excited to eat and start chugging. Love that the container is much bigger than most others. The ingredients are amazing. Just over all love it. Will recommend it to everyone we know.

Kelly M
- Washington

My baby girl loves the taste! She is less gassy and has less spit up. She is stooling more regularly too!

Ashley S
- Pennsylvania

Healthcare Professional FAQs

Q: What is the whey:casein ratio of Bubs® Infant Formulas?

A: All of Bubs® Stage 1 Infant Formulas contain a 60:40 Whey to Casein ratio. This ratio models breast milk.

Q: How much iron is there? Does it meet FDA levels?

A: The FDA requires that Infant Formula contain 0.15 – 3 mg of iron per 100kcal. All Bubs® Infant Formulas contain 1.1 – 1.8 mg of iron per 100kcal.

Q: Do your formulas meet the same nutrient requirements as FDA?

A: All Bubs® Infant Formulas are compliant with the nutrient requirements of the U.S. Infant Formula Act.

Q: What are the major differences between goat milk and cow milk?

A: Unlike most cow milk, goat milk is A2 beta-casein dominant and contains relatively low levels of alpha-S1 casein. Goat milk protein with A2 beta-casein is naturally easy to digest and may be a better option for those with a sensitive tummy. Goat milk also naturally contains higher levels of prebiotic oligosaccharides.

Q: What is your feeding guide (formula to water ratio)? What is the size of your scoop?

A: All Bubs® Infant Formulas are prepared with 1 scoop of formula to 2 ounces of water. The scoop is the same for all Bubs® & Aussie Bubs® products.

aussiebubs.com

Q: Do Bubs® formulas contain DHA? Is it algae based?

A: Yes, all Bubs® Infant Formulas contain plant-based DHA. DHA is an essential omega-3 fatty acid which promotes brain, heart and eye health.

Q: Where can my patients buy your products (online & offline)?

A: Bubs® formulas are available nationwide through major retailers such as Walmart, Target, Kroger, Safeway, and Albertsons. Families can also find our products online via Aussiebubs.com and Thrive Market.

Q: What is the nutritional difference between Stages 1&2?

A: Bubs® Infant Formulas are crafted to meet the unique nutritional needs of infants. Our Stage 1 products are ideal for younger infants who have not yet started complementary foods. Stage 2 formulas contain a little more iron, calcium and phosphorus. Either formula can be used in the first year of life.

Q: Isn't goat milk low in Vit D, B12, iron and folic acid?

A: Goat milk is low in these nutrients. However, Bubs Easy-digest Goat Milk Infant Formula is fortified with these nutrients to meet the requirements of healthy growing infants.

