

For Advanced & Premium Nutrition – Supreme A2 beta-casein Protein Milk



NUTRABIO+™



Allergens: Contains Dairy and Soy

Bubs Supreme™ Infant Formula is made with natural A2 beta-casein cow milk and combines critical, scientifically-researched nutrients, to support the nutritional needs of healthy growing infants. Backed by our strong history of supporting happy tummies, to help inspire the next generation of happy infants.

Why Bubs Supreme™ A2 beta-casein?

A2 beta-casein encourages comfortable digestion with a reduced opportunity for the release of the opioid peptide  $\beta$ -casomorphin 7 (BCM-7). Bubs Supreme™ also contains immune-boosting nucleotides, inositol, and prebiotic galacto- oligosaccharides and fructo-oligosaccharides, as well as other bioactive peptides. Lutein, a nutrient for early eye development, is also added to this premium formulation. The nutrient fortification of the Bubs Supreme™ infant formula benefits the development and general well-being of infants. These nutrients play an essential role in creating a product that best resembles breast milk, the "gold standard" for infant nutrition.



Key Ingredients and Features	Bubs Supreme™ with A2 beta-casein	Similac Organic with A2 Milk	Enfamil Premium A2	Gerber Good Start, Gentle Supreme (formerly A2)	Bobbie
A2 beta-casein Whole Milk	✓	✗	✗	✗	✗
Added Whey Protein	✓	✗	✓	✓	✓
No Soy Oil Added	✓	✗	✗	✗	✗
Contains Prebiotics and Probiotics	✓	✗	✗	✓	✗
Lutein Fortified	✓	✓	✗	✗	✗
Nucleotides Added	✓	✓	✗	✓	✓
Clean Label Purity Award	✓	✗	✗	✗	✓
Australian Made	✓	✗	✗	✗	✗

Extracted from competitor brand websites September 2022

- ✓ Premium formulation
- ✓ A2 beta-casein dominant
- ✓ Omega 3 (DHA) & Omega 6 (AA)
- ✓ Prebiotic GOS and Fructo-oligosaccharides (FOS)
- ✓ Probiotic Bifidobacterium longum BB536
- ✓ Added Nucleotides, Inositol and Lutein
- ✓ No artificial growth hormones
- ✓ No artificial colors or preservatives
- ✓ Clean Label Purity Award
- ✓ Free of table sugar, corn syrup and maltodextrin.

Ingredients:

Deminerilised Cow's Milk Whey Powder, Whole Cow's Milk Powder, Vegetable Oil Blend (Sunflower, Canola, Coconut, High Oleic Sunflower, Soy Lecithin, Ascorbyl Palmitate), Lactose, Galacto-Oligosaccharides (GOS). Less than 2% of: M.alpina (AA), Beta carotene, Bifidobacterium longum BB536, Biotin, Calcium Carbonate, Calcium D Pantothenate, Cholecalciferol, Choline Bitartrate, Copper Sulfate, Cyanocobalamin, d-alpha Tocopheryl Acetate, Di Potassium Phosphate, Schizocytrium sp. (DHA), Ferrous Sulfate, Folic acid, Fructo-oligosaccharides (FOS), Inositol, L-carnitine, Lutein, Magnesium Sulfate, Manganese Sulfate, Nucleotides\*, Niacinamide, Potassium Chloride, Potassium Iodide, Pyridoxine Hydrochloride, Riboflavin, Sodium Ascorbate, Sodium Citrate, Sodium Selenite, Taurine, Thiamine Hydrochloride, Tri Calcium Phosphate, Vitamin A Acetate, Phylloquinone (Vitamin K), Cow's Milk Whey Protein Concentrate, Zinc Sulfate.

**Vitamins:** Sodium ascorbate, DL-a-tocopheryl acetate, Vitamin K1, Cholecalciferol, Beta carotene, Vitamin A acetate, Calcium d pantothenate, Niacinamide, Cyanocobalamin, D-biotin, Folic acid, Thiamine hydrochloride, Pyridoxine hydrochloride, Riboflavin.

**Minerals:** Potassium chloride, Sodium citrate, Calcium carbonate, Tri calcium phosphate, Di potassium phosphate, Magnesium sulphate, Ferrous sulphate, Zinc sulphate, Sodium selenite, Copper sulphate, Manganese sulphate, Potassium iodide.

\*Nucleotides: Cytidine 5'-monophosphate, Adenosine 5'-monophosphate, Uridine 5'-monophosphate, Inosine 5'-monophosphate, Guanosine 5'-monophosphate.



# Introducing our most Advanced premium formulation



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