aussie bubs®

clean label PROJECT® PURITY AWARD

FIRST 1000 DAY PROMISE clean label PROJECT® CERTIFIED INSPIRED BY EUROPEAN REGULATIONS

Elevating Infant Nutrition

The Aussie Bubs Difference

Nutritionally complete range of infant formulas featuring high-quality ingredients

High-quality protein

A2 beta-casein goat milk, A2 beta-casein cow milk, 365 day organic grass fed cow milk

Whole fat milk

With naturally-occurring MFGM + added plant-based DHA and ARA

100% lactose

No added sucrose, corn syrup, or maltodextrin

Gut support

Probiotic and prebiotic blends

Clean label infant nutrition

clean label PROJECT® PURITY AWARD

- Non-GMO
- No artificial growth hormones
- No artificial colors
- No artificial preservatives

State-of-the-art manufacturing facilities

100% company owned and controlled facility

Compliance with US Current Good Manufacturing Practices (CGMP) confirmed by 2023 FDA audit

Growing Generation Joy

We are proud to provide American families with new, high-quality options for clean label infant nutrition and committed to supporting the ongoing diversification of US infant formula options.

Bubs® Easy-digest Goat Milk Infant Formula

THE #1 GOAT MILK
INFANT FORMULA IN THE US

A nutritionally complete, easy-to-digest alternative to cow milk formula.

Easy-to-digest
A2 beta-casein protein from goat milk

Whole fat milk
With naturally-occurring MFGM + plant-based DHA and ARA

100% lactose
No added sucrose, corn syrup, or maltodextrin

Natural prebiotics
With added GOS

Whole Fat Goat Milk Is Naturally Easy to Digest

Lipid composition and structure similar to human milk.[1]

Easily absorbed triglycerides of short and medium chain fatty acids

Naturally-occurring MFGM predominantly composed of phospholipids

Palmitic acid delivered primarily in sn-2 position

A2 beta-casein protein is similar to the casein found in human milk.[2]

Easy-to-digest A2 protein is less likely to form casomorphins (BCM-7) which have been associated with GI symptoms such as gas, bloating, and stool changes

Prebiotics similar to those found in human milk.[3]

Naturally-occurring prebiotic oligosaccharides may exert an anti-adhesive and anti-inflammatory effect on the gut

Bubs® Supreme A2 Infant Formula

Premium, easy-to-digest nutrition with the power of probiotics and prebiotics

Easy-to-digest
A2 beta-casein protein from cow milk

Whole fat milk
With naturally-occurring MFGM
+ plant-based DHA and ARA

100% lactose
No added sucrose, corn syrup,
or maltodextrin

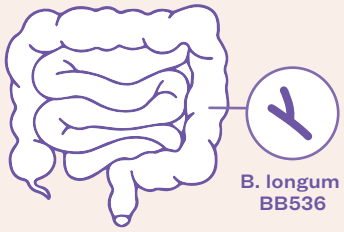
Synbiotic blend
Probiotic B. longum BB536 + prebiotics
FOS and GOS

Premium nutrition
Added inositol, lutein, and nucleotides

The power of probiotics

Aussie Bubs uses a specially selected ***Bifidobacterium longum*** strain — BB536 — which is naturally-occuring in healthy term infants and has been granted US FDA GRAS status.

BB536 has been shown to have positive effects on establishing a healthy intestinal microbiota early in life, and plays an important role in improving the T helper cells (Th1) immune response in healthy term infants.[4]



Aussie Bubs utilizes a dry-blending process which helps ensure these good bacteria reach the GI tract in viable condition.

Bubs® Organic Grass Fed Infant Formula

365-day grass fed, Australian certified organic nutrition with the power of probiotics and prebiotics

Grass fed
365 days on pasture

Whole fat milk
With naturally-occurring MFGM
+ plant-based DHA and ARA

100% lactose
No added sucrose, corn syrup,
or maltodextrin

Synbiotic blend
Probiotic B. longum BB536 +
prebiotic GOS

Dual certified
Australian certified organic
ingredients

Committed to Providing Clean Label Infant Nutrition

All Aussie Bubs infant formulas have received the Clean Label Project Purity Award and were the first formulas to be certified under the First 1,000 Day Promise standards. The Clean Label Project is a non-profit organization changing the definition of food and consumer safety through data, science, and transparency. They recognize brands with products that focus on purity and surpass minimum FDA requirements.

clean label PROJECT® PURITY AWARD

Tested for 400+ toxins and contaminants — like heavy metals, pesticide residue, and plasticizers — and awarded for meeting the highest purity standards.

FIRST 1,000 DAY PROMISE clean label PROJECT® CERTIFIED INSPIRED BY EUROPEAN REGULATIONS

Uses elements of European food regulations to recognize brands that are below contaminant thresholds in products for pregnant women, lactating mothers, infants, and children.

Committed to Providing Safe and Reliable Formula to the US

Aussie Bubs was the first international infant formula manufacturer to respond to the formula crisis — committing over 1.25 million tins of safe, high-quality infant formula. Today we are available in 6,000+ stores nationwide and online at Amazon, Walmart, and AussieBubs.com.

2022

May
Granted FDA enforcement discretion

May
Operation Fly Formula — over 1.25 million tins committed

June
Available online and in major retailers nationwide

December
FDA Letter of Acknowledgement confirms steps for permanent regulatory pathway

2023

July
Protein Efficiency Ratio (PER) Rat Study completed

August
Growth Monitoring Study (GMS) recruitment underway

2024

September
GMS study data expected

October
Permanent FDA submissions planned

A Trusted Brand for 18 Years

Sign up for in-office samples and materials.

All Aussie Bubs infant formulas meet the nutrient content requirements of both the US Infant Formula Act and the Food Standards Australia New Zealand (FSANZ) code. Both Stage 1 and Stage 2 formulas support the nutritional needs of healthy term infants throughout the first year of life. Stage 1 formulas are ideal for infants who have not yet started complementary foods. Stage 2 formulas contain slightly more iron, calcium, and phosphorus.

References

1. Gallier, S., L. Tolenaars, and C. Prosser, Whole Goat Milk as a Source of Fat and Milk Fat Globule Membrane in Infant Formula. Nutrients, 2020. 12(11): 3486. 2. Kay, S.S., et al., Beneficial Effects of Milk Having A2 beta-Casein Protein: Myth or Reality? J Nutr, 2021. 151(5): 1061-1072. 3. Sousa, Y.R.F., et al., Goat milk oligosaccharides: Composition, analytical methods, and bioactive and nutritional properties. Trends in Food Science & Technology, 2019. 92: 152-161. 4. Wu BB, Yang Y, Xu X, Wang WP. Effects of Bifidobacterium supplementation on intestinal microbiota composition and the immune response in healthy infants. World J Pediatr. 2016 May;12(2):177-82.