




Bubs Infant Formula Mixing Guide







For Health Care Professional Use Only



Standard Mixing Instructions

All Bubs infant formulas follow a standard mixing ratio of 1 scoop (8.8 g) of powder per 2 fl oz (60 mL) of water and yield a 20 kcal/fl oz, 2.2 fl oz serving.

	 Bubs® Goat Milk Infant Formula	 Bubs® 365 Day Grass Fed Infant Formula	 Bubs® Essential Infant Formula
Calories per gram of powder (kcal/g)	5	5	5
Calories per scoop of powder (kcal/8.8 g scoop)	44	44	43
Calories per ounce of prepared formula (kcal/fl oz)	20	20	20
Displacement (mL/g)	0.57	0.57	0.57

 = 	 = 	 = 
1 tsp powder = 2 g	1 tbsp powder = 6 g	1 cup powder = 96 g

Household measurements are all approximate and should be unpacked and level.

Fortification Guidance for Health Care Professionals

Adjustments to the caloric density of Bubs formulas or use as a breast milk fortifier should only be used under the supervision of a health care provider. Health care providers are responsible for determining appropriate nutritional requirements and monitoring patient hydration status and tolerance to feedings. The extended use of >20 kcal/fl oz formula is not recommended in the absence of medical necessity.

Breast Milk Fortification with Bubs Infant Formula*				
Calories per fluid ounce (kcal/fl oz)	Expressed breast milk		Formula powder	
	Fluid ounces (fl oz)	Milliliters (mL)	Teaspoons (tsp)	Grams (g)
22	1.5	45	1/4	0.5
	2	60	1/2	1
24	1.5	45	1/2	1
	2	60	3/4	1.5
26	1.5	45	1	2
	2	60	1 + 1/4	2.5
28	1.5	45	1 + 1/4	2.5
	2	60	1 + 3/4	3.5
30	1.5	45	1 + 1/2	3
	2	60	2	4

*Fortification recipes are approximate and caloric density is calculated based on results of mixing Bubs formula with breast milk that is approximately 20 kcal/fl oz.

Bubs Infant Formula Fortification**					
Calories per fluid ounce (kcal/fl oz)	Water		Formula powder	Approximate yield	
	Fluid ounces (fl oz)	Milliliters (mL)	Level, unpacked scoops (8.8 g)	Fluid ounces (fl oz)	Milliliters (mL)
20	2	60	1	2.2	65
	4	120	2	4.3	130
	6	180	3	6.5	195
22	8	240	4	8.7	260
	1.8	53	1	2.0	58
	3.6	108	2	3.9	118
24	5.4	162	3	5.9	177
	7	216	4	7.9	236
	1.6	48	1	1.8	53
26	3.4	101	2	3.7	111
	5	152	3	5.6	167
	6.8	203	4	7.4	223
28	1.5	44	1	1.7	49
	3	93	2	3.4	103
	4.7	140	3	5.2	155
30	6	186	4	6.9	206

**Fortification recipes are approximate and caloric density is calculated based on results of mixing.



It is important to remind patients to follow safe bottle hygiene and to always:

1. Measure fluid first.
2. Add formula powder using the provided scoop or measurement tool.
3. Shake to mix. Do not stir.

Scientifically formulated to support healthy growth and development in infants 0-12 months.

All Bubs formulas have received FDA enforcement discretion, meet the nutrient content requirements of the US Infant Formula Act, and are undergoing US-based Growth Monitoring Study to secure permanent FDA authorization in the US.

United States Infant Formula Act Requirements Per 100 Kcal Serving				Bubs® Goat Milk Goat Milk-based Infant Formula with Iron 567 g powder (20 oz) per can	Bubs® 365 Day Grass Fed Cow Milk-based Infant Formula with Iron 567 g powder (20 oz) per can	Bubs® Essential Cow Milk-based Infant Formula with Iron 567 g powder (20 oz) per can
	Units	Min	Min	Nutritionally complete 0-12 month infant formula made with easy-to-digest A2 whole goat milk.	Nutritionally complete 0-12 month infant formula made with whole fat milk from 365-day grass fed cows.	Nutritionally complete 0-12 month infant formula made with whole fat cow milk and added nutrients.
Volume per 100 kcal	fl oz (mL)			4.9 (147)	4.9 (147)	4.9 (147)
Energy (calculated)	kcal			100	100	100
MACRONUTRIENTS						
Protein (N*6.38)	g	1.8	4.5	2.1	2.2	1.9
Ingredients (protein)				A2 Goat Whole Milk Solids (with natural MFGM), A2 Goat Whey Protein Concentrate	Whole Cow's Milk Powder (with natural MFGM), Cow's Milk Whey Protein Concentrate, Non-fat Cow's Milk Powder	Deminerilised Cow's Milk Whey Powder, Whole Cow's Milk Powder (with natural MFGM), Cow's Milk Whey Protein Concentrate
Whey to Casein Ratio				60:40	60:40	60:40
Fats (Lipids)	%	3.3	6	5.3	5.4	5.1
% of calories	mg	30	54	47.7	48.6	45.9
Ingredients (fat)				A2 Goat Whole Milk Solids Vegetable Oil Blend (Sustainable Palm Olein, High Oleic Sunflower, Canola, Sunflower, Coconut) Schizochytrium sp. Oil (DHA), M. alpina Oil (ARA)	Whole Cow's Milk Powder, Vegetable Oil Blend (High Oleic Sunflower, Coconut, Soy, Canola) Schizochytrium sp. Oil (DHA), M. alpina Oil (ARA)	Whole Cow's Milk Powder Vegetable Oil Blend (Sunflower, Canola, Coconut, High Oleic Sunflower) Schizochytrium sp. Oil (DHA), M. alpina Oil (ARA)
Linoleic acid (18:2n6)	mg	300	NS	750	750	960
% Linoleic acid of calories	%	2.7	NS	6.8	6.8	8.6
Linolenic acid (18:3n3)	mg	NS	NS	75.8	114.8	105.7
% Linolenic acid of calories	%	NS	NS	0.7	1.0	1.0
DHA	mg	NS	NS	11.1	6.4	35.3
ARA	mg	NS	NS	11.1	7.9	37.3
Carbohydrates	g	NS	NS	10.7	10.6	11.6
Ingredients (carbs)				Lactose Prebiotics: Natural oligosaccharides + GOS	Lactose Prebiotics: GOS	Lactose Prebiotics: GOS + FOS
MICRONUTRIENTS						
Vitamins						
Vitamin A	IU	250	750	280	280	360
Vitamin D	IU	40	NS	63	70	60
Vitamin E	IU	0.7	NS	4	4	3.4
Vitamin K	mcg	4	NS	9.7	10.2	10.3
Vitamin B1 - Thiamin	mcg	40	NS	135	115	145
Vitamin B2 - Riboflavin	mcg	60	NS	225	168	287
Vitamin B6	mcg	35	NS	81	97	98
Vitamin B12	mcg	0.15	NS	0.7	0.5	0.6
Niacin	mcg	250	NS	860	1128	709
Folic acid	mcg	4	NS	20	23	30
Pantothenic acid	mcg	300	NS	750	1067	960
Biotin	mcg	1.5	NS	5.3	6.6	4.8
Vitamin C - Ascorbic Acid	mg	8	NS	20	14	18
Choline*	mg	7	NS	18.6	7	21
Inositol*	mg	4	NS	13	2	14.3
Lutein	mcg	NS	NS	NA	NA	15.6
Minerals						
Calcium	mg	60	NS	70	101	86
Phosphorus	mg	30	NS	42	68	57
Magnesium	mg	6	NS	8	12.3	8.1
Iron	mg	0.15	NS	1.1	1.3	1.3
Zinc	mg	0.5	NS	0.7	1	0.8
Manganese	mcg	5	NS	22	20	29
Copper	mcg	60	NS	114	85	105
Iodine	mcg	5	75	10	32	22
Selenium	mcg	2	7	3.4	3.1	3.3
Sodium	mg	20	60	46	37	47
Potassium	mg	80	200	91	129	135
Chloride	mg	55	150	80	80	80
Potential Allergens				Contains goat milk and soy (soy lecithin).	Contains cow milk and soy (soy oil, soy lecithin).	Contains cow milk and soy (soy lecithin).
Notes				Closest to human milk: Contains naturally-occurring milk fat globule membrane (MFGM), A2 beta-casein protein, and prebiotic oligosaccharides. Contains added GOS for digestive health. Contains plant-based DHA & ARA for brain and eye development.	Similar to human milk: Contains naturally-occurring milk fat globule membrane (MFGM). Synbiotic Blend: Prebiotics (GOS) and probiotics (<i>Bifidobacterium longum</i> BB536) for digestive health. Contains plant-based DHA & ARA for brain and eye development.	Similar to human milk: Contains naturally-occurring milk fat globule membrane (MFGM). Synbiotic Blend: Prebiotics (GOS+FOS) and probiotics (<i>Bifidobacterium longum</i> BB536) for digestive health. Contains plant-based DHA, ARA, and lutein for brain and eye development. Contains nucleotides for immune support.
*Required only for non-milk based infant formula.						

Trusted for Quality. Awarded for Purity.

Bubs formulas are clean label products:

Australian Made. Clean Label Project® Purity Award Winners. Clean Label Project® First 1,000 Day Promise Certified. Non-GMO. No added sucrose, corn syrup, maltodextrin. No artificial growth hormones. No artificial colors or preservatives.

