

# Elevating Infant Nutrition



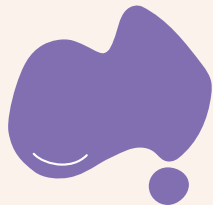
bubbs®

# For Happy Families Today and Tomorrow.

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



## State-of-the-art manufacturing facilities



100% company owned and  
controlled facility



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

## Clean label infant nutrition



Non-GMO



No artificial  
growth hormones



No artificial  
colors



No artificial  
preservatives

# The Bubs Difference

A nutritionally complete range of infant formulas  
featuring high-quality ingredients



## High-quality protein

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



## Whole fat milk

With naturally-occurring milk fat  
globule membrane (MFGM) +  
added plant-based DHA and ARA



## 100% lactose

No added sucrose, corn  
syrup, or maltodextrin



## Gut support

Probiotic and prebiotic blends

# Whole Fat Goat Milk Is Naturally Easy-to-Digest

Lipid composition and structure similar to human milk.<sup>1</sup>

- **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.<sup>2</sup>

- **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

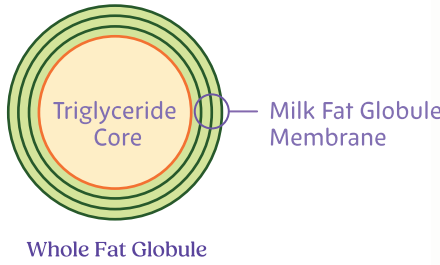
Prebiotics similar to those found in human milk.<sup>3</sup>

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

## Unlock whole potential with MFGM

In breast milk and whole-fat milk, fat exists as globules surrounded by a bioactive layer called **milk fat globule membrane (MFGM)**. This form of intact fat helps with digestion and delivery.

Emerging studies also suggest that the wide variety of proteins and lipids that make up MFGM play **important functional roles within the brain, gut, and immune system**.<sup>4</sup>



#1 Australian Goat Milk Brand

## Bubs® Goat Milk Infant Formula

A nutritionally complete alternative to cow milk formula.



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



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



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



**Prebiotic oligosaccharides**  
With added GOS







## Bubs® 365 Day Grass Fed Infant Formula



### Grass fed

365 days on pasture



### 100% lactose

No added sucrose, corn syrup, or maltodextrin



### Whole fat milk

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



### Synbiotic blend

Probiotic *B. longum* BB536 + prebiotic GOS

## Bubs® Essential Infant Formula



### 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 + GOS



### Premium nutrition

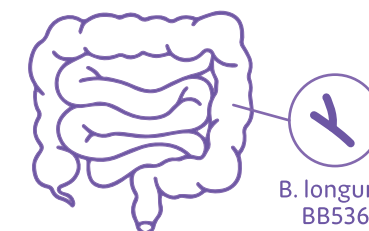
Added inositol, lutein, and nucleotides



## The power of probiotics

Bubs uses a specially selected *Bifidobacterium longum* strain — BB536 — which is naturally-occurring 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.<sup>5</sup>



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

# Standard Mixing Instructions

All Bubs infant formulas follow a standard mixing ratio of 1 scoop (8.8 g) of powder per 2 oz (60 mL) of water and yield a 20 kcal/oz, 2.2 oz serving. It is important to remind families to only use the scoop provided in the can when mixing formula and to always follow safe bottle preparation practices.

For detailed nutrition information or for fortification guidance, visit our HCP portal at [aussiebubs.com](http://aussiebubs.com).

	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/oz)	20	20	20
Displacement (mL/gram)	0.57	0.57	0.57

1 teaspoon powder = 2 grams powder	1 tablespoon powder = 6 grams powder	1 cup powder = 96 grams powder
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To request samples of Bubs goat milk infant formula for your practice, please scan the QR code.

### 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. Wang Y, Wu J, Zhang H, et al. Comprehensive review of milk fat globule membrane proteins across mammals and lactation periods in health and disease. *Crit Rev Food Sci Nutr*. Published online August 6, 2024. 5. 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.