

Elevating Infant Nutrition



bübs®



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.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

*Milk Fat Globule Membrane (MFGM)



Bubs® Goat Milk Infant Formula

A nutritionally complete, easy-to-digest 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 formulas are transitioning from a staged approach to a single stage (0-12 months) format to better align with the expectations of American families. While the label will look different, this will be the same exact recipe, using the same high-quality ingredients.





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

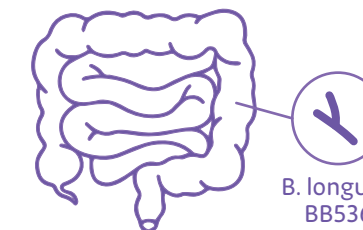
Added inositol, lutein, and nucleotides



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.⁴



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.

	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



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. 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.