

Introducing Our New Look

As we finalize steps to remain in the US long-term, Bubs is transitioning to a single stage format (0-12 months) and introducing a new label design to better align with the expectations of American families.



Bubs Easy-digest Goat Milk Infant Formula Stage 1 & 2



Bubs Organic Grass Fed Infant Formula Stage 1 & 2

What's Changed?



Bubs Goat Milk 0-12 Month Infant Formula

- New look and product names
- Staged to single stage format
- US nutrition label format
 - Transitioned from kJ and mL to kCal and fl oz
 - Ingredient list presentation and spelling adjusted
- Bubs Supreme has been discontinued in the US



Bubs 365 Day Grass Fed 0-12 Month Infant Formula

Made with the Same Formula, Love, and Care

While the look is changing, rest assured this is the same nutritionally-complete recipe as our Stage 1 formulas and will continue to be made in Australia using the same high-quality, clean label ingredients families love.

The Bubs Difference



High-quality protein



Whole fat milk



100% lactose



Gut support



Non-GMO



No artificial growth hormones



No artificial colors



No artificial preservatives

Meet Our Newest Addition



Bubs Essential 0-12 Month Infant Formula



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	Max	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	Demineralised 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)	g	3.3	6	5.3	5.4	5.1
% of calories	%	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	100	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	3	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 corn syrup or maltodextrin. No artificial growth hormones. No artificial colors or preservatives.						

