

An Exciting Business Update

Nature's One and Baby's Only® has been acquired.

An open letter to our community of parents.

Yesterday, we had a big companywide celebration at Nature's One – to toast to our next chapter as a business and being acquired by American Infant Formula Company, Bobbie. The celebration was held on the lawn of our recently built Infant Formula Facility dedicated to organic nutrition. **Bobbie is a mom-founded and led organic infant formula company who shares Nature's One vision for making better baby formulas, pure and nutritious, without gimmicks. In addition, Bobbie brings a powerful and supportive voice that resonates with today's parents who are facing unprecedented challenges when choosing and finding the right formula for their baby.**

Nature's One was founded with the single goal of creating high quality organic formulas that could be accessible to all. We were the very FIRST in 1998! I am proud of the progress my team at Nature's One has made pioneering organic infant nutrition over two decades. I also realized the combined companies would better serve America's babies together, as one voice, working to bring change to the industry by supporting the moms, parents and caregivers first.

What does this mean for you? In short, not much. **You will continue to find our high-quality formulas online or at retailers where Baby's Only, PediaSmart and other products are sold. Our selection of innovative products and formulas will remain unchanged. The focus on purity and nutrition is in the DNA of both companies.**

Nature's One has been my life's work and I wouldn't hand this incredible company to just anyone. I wholeheartedly believe in Bobbie's vision, and I trust Laura Modi (CEO & a mom of three), to bring our shared mission to generations of parents to come while fundamentally changing this industry for the better.

Please join me in celebrating this historic day and your support for Bobbie leading the way!

Sincerely,

Jay Highman
Father, Founder and CEO
Nature's One