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Nature's One Praised for Commitment to Purity

Lewis Center, Ohio – Nature's One has been invited to attend the "Human Health Risks of Arsenic in the Environment" summit hosted by Dartmouth College and MDI Biological Laboratory. Dartmouth has applauded Nature's One "commitment to purity."

Jay Highman, CEO & President of Nature's One states, "From the beginning, it was my guiding principle to research the best nutritional science and find the purest ingredients for the developmental benefit of children." He continues, "Nature's One achieves this by working to eliminate environmental toxins that contaminate the food supply, using organic ingredients and rejecting harmful ingredients often fed unknowingly by parents to their child. We are proud to be recognized by Dartmouth for our ongoing commitment."

Nature's One Pure 10 Pledge™ (http://naturesone.com/pledge/pure10/pure10_pledge.php) outlines the company's initiative to identify and remove potentially harmful environmental toxins such as arsenic, mercury and cadmium. The Pure 10 Pledge™ also targets the elimination of GMO ingredients, pesticide and insecticide residues shown clinically to be harmful to child development. Lastly, the initiative extends to even government allowed ingredients that use hexane solvents in processing, a known neurotoxin, hidden from the label. Jay Highman goes on to say "Nature's One pledge is a lofty goal in an environment already badly damaged by human behavior and farming practices, but it is a goal worth pursuing for the long term health of our babies and children."

A diverse group of stakeholders will be attending the summit along with Nature's One including representatives from the EPA, Consumer Reports, FDA, industry and leading academic scientists.

About Nature's One:

Founded in 1997, Nature's One is a privately held company based in Lewis Center, Ohio. The company is the leader in organic medical nutrition introducing the first organic baby formula to the U.S. Products are sold nationwide and internationally through a wide range of retail outlets, medical suppliers and online at www.NaturesOneDirect.com.

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