

FOR IMMEDIATE RELEASE

December 5, 2017

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Baby's Only Organic® is Certified Leader in Baby Formula Purity

According to a new study released by Clean Label Project, Nature's One brand Baby's Only Organic® toddler formulas ranked highest among all baby formulas tested for purity and nutrition. Clean Label Project released the recent results of an independent laboratory study encompassing most U.S. baby formula and baby food brands. The testing looked beyond nutrition to include metalloids like arsenic and lead, pesticides, environmental toxins and processing chemicals. These toxins are hidden from the consumer and not considered by government regulations. Yet these toxins can have a profound negative impact on a baby's normal growth and development. Nature's One and Baby's Only Organic® toddler formulas were tested and rated "Best in Class" for all formulas tested.

Jay Highman, Founder and CEO of Nature's One said. "Anymore, it is not enough to talk about what is added to a formula to make it beneficial. Also, we need to talk about toxins hidden behind the marketing glitz and unregulated hype."

Unlike most organic formulas on the market, Nature's One owns its nutritional science and sources all of its organic ingredients. "Organic is one step toward cleaner food," continues Highman, "but purity matched with organic is better. We strive to make organic better."

For 20 years, Nature's One has worked to find only the purest ingredients. Jay Highman says, "Purity has not been an easy journey even when using organic ingredients. We have been blindsided by naturally occurring environmental toxins in the past, but as a company we learned how to make our products even more pure." Highman continues, "It's our goal as citizens to be the leader in providing the purest formulas for children and we encourage others in the industry to not wait on governmental regulations. We all need to take action in reducing toxins in foods for our most precious consumers."

About Nature's One:

Founded in 1997, Nature's One is the recognized leader by informed parents in organic nutrition for their families. Brands include Baby's Only Organic® toddler formulas, PediaVance® electrolyte replacement quick-mixes and PediaSmart® complete nutrition beverage. Nature's One celebrates 20 years dedicating its resources to the research, development and production

of high quality nutrition. Nature's One is sold nationally through Sprouts, Whole Foods and also available direct from Nature's One and Amazon.

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