

FOR IMMEDIATE RELEASE: 05/23/2022

Media Contact: Helen Speiser
Helen.speiser@thirdstreetdigital.com
Phone: 505-241-9533

Nature's One Contact: Lisa Edwards
lisa.edwards@naturesone.com
Phone: (888) 227-7122

Nature's One® Keeping Products in Stock Amid Nationwide Formula Shortage

Heath, Ohio: Formula shortages caused by recalls, Russia's invasion of Ukraine, and labor and supply chain issues is causing concern for parents of infants and toddlers nationwide. Nature's One is the leader in organic pediatric nutrition, and its state-of-the-art facility in Central Ohio continues to create small-batch, organic formulas to support families during the shortage.

In the 2nd week of May, nationwide retailers reported supplies of formula were out of stock at rate of 43% with some states experience shortages over 50%. This comes right after a challenging month in April where a study by Dataassembly showed out of stock rates at 31% with 7 states showing OOS higher than 40% (Connecticut, Delaware, Montana, New Jersey, Rhode Island, Texas, and Washington). During that same period there were 20 states between 30% - 40%.

Many companies with formula in stock are limiting purchases or forcing bulk purchases, putting families in difficult positions to purchase less than or more than what is needed. The formula shortage has parents scrambling to find solutions for their babies. Desperate parents have consider watering down their current formula as supply runs low or making their own formula recipes, however, these do-it-yourself methods carry significant health risks for infants.

"A baby can't miss a feeding," says Founder and CEO Jay Highman. "It's not like we can say we will have this all for you tomorrow or next week – it needs to be solved yesterday. So we are doing anything we can to come to market with our product."

[Nature's One](#) manufactures all their formulas in a brand new, state-of-the-art facility that's focused on organic and non-GMO nutrition. All formulas are crafted in small batches and their recipes are made with the purest, natural, and organic ingredients. The boutique facility approach allows for better "hands-on" monitoring of each batch ensuring more accurate testing and the highest possible quality. Nature's One introduced the first organic infant formula in 1999 and has continued their commitment to purity for 25 years. Nature's One and the Baby's Only® formulas have been recognized as "Best in Class" for purity and nutritional superiority including winning [The Purity Award from the Clean Label Project](#).

"I was in the organic food industry for 10 years previous and I believed there was an opportunity. I also have a son with cystic fibrosis who had a special need for nutrition," says Nature's One Founder and CEO Jay Highman adding "a parent's first responsibility is to provide nutrition for their children....and it's the greatest responsibility we have."

Nature's One is anticipating the green light from the FDA to move forward with their new organic infant formula to help amid the nationwide shortage. They have completed their clinical study but have experienced unprecedented delays in final approval from the FDA.

Currently, Baby's Only® Formulas meet the nutrient requirements for infants set forth by pediatric nutrition experts. Baby's Only® Toddler Formulas are intended for use starting at 1-year of age. For a child less than 12-months of age, Baby's Only® Toddler Formulas can be used under the direction of a healthcare professional. If your child is less than 1 year of age and you are seeking a new or replacement formula, ask your child's healthcare provider if a Baby's Only® Formula could be a fit.

For families looking for [suitable substitutes](#) during this time, they can find more information on [Nature's One Formula Finder](#) page.

About Nature's One:

Founded in 1997, [Nature's One](#) introduced the first organic formula, Baby's Only®, in the United States and continues to be a leader in organic pediatric nutrition. Nature's One has spent over 25 years dedicating its resources to the research, development, and sourcing of pure ingredients for children of all ages. Rated "Best in Class" by Clean Label Project, Baby's Only® formulas were tested and ranked the highest among all baby formulas for purity and nutrition.

###