

NATURE'S ONE, INC.

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Perchlorate & Infant Formula November, 2009

Perchlorate is a chemical that is naturally occurring, found in soil, and a manmade chemical manufactured for the use of rockets, missiles and explosives. The levels of perchlorate pollution vary from state to state in the U.S., which impacts the perchlorate levels found in drinking water and foods, including cow milk and even breast milk. Testing revealed that the average level of perchlorate in breast milk was 10.5 micrograms per liter and the average dairy milk contains 2.0 micrograms per liter. Regardless of the perchlorate levels reported in breast milk, Nature's One® stands firm that mothers should breastfeed their baby the first 12-months when breast milk is available.

Perchlorate concerns as it relates to infant formula were first reported in the fall of 2008. At that time, Nature's One® hired an independent, third party laboratory to test regularly for perchlorate. The test results were consistently negative for this chemical. In addition, we do know that according to FDA testing of nonfat milk in Pennsylvania (the state where nonfat organic milk is purchased by Nature's One) perchlorate was found at "levels below quantification" and given an estimated value of 2.0 parts per billion. In the CDC study, the most contaminated infant formulas are those made from cow's milk with lactose.

Baby's Only Organic® offers the only nonfat milk-based formula that does not contain added lactose. Instead Baby's Only Organic® adds organic brown rice syrup to complete the carbohydrate requirement. In addition, Baby's Only Organic® offers the only organic lactose free formula on the U.S. market containing 100% organic brown rice syrup.

It is understood that iodine counteracts the effects of perchlorate and is important for healthy thyroid function. Baby's Only Organic® dairy formula contains the highest level of iodine at 20 micrograms per 100/kcal compared to all other U.S. organic infant dairy formula brands. Baby's Only Organic Lactose Free contains 10mcg/kcal. For reference, breast milk contains 16 micrograms per 100/kcal. Breast feeding mothers should consult a healthcare professional before supplementing their diet with iodine.

Based on the FDA's testing of tap and bottled water, Parents may consider using bottled water to reconstitute formula powder to help avoid increasing the concentration of perchlorate in formula. Almost all bottled water tested did not contain perchlorate unlike most tested tap water samples. In addition, parents should be aware that boiling tap water may actually increase the concentration of perchlorate.

The following FDA website provides test results for various food items and water:

<http://www.cfsan.fda.gov/~dms/clo4data.html#table3>.

As an organic manufacturer, Nature's One® is concerned over the level of chemicals ingested by infants, toddlers and children from any ingredient source and supports a call for improving the quality of drinking water especially in high risk areas such as California and Texas.