

BYHEART

Not all formula is the same.

When founders Ron Beldegrun and Mia Funt realized that 3 companies owned 90% of the formula market, and that human milk research was moving faster than new product innovation, they embarked on a journey to transform baby's first food—with no compromises.



INNOVATION STARTS HERE.

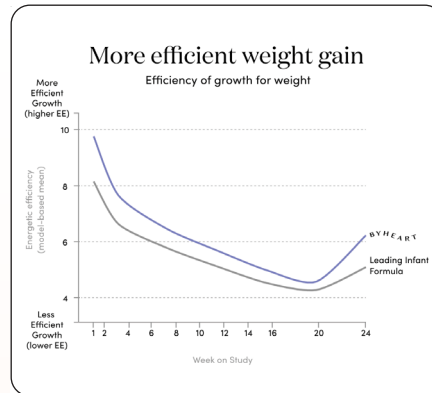
We don't just make claims. We prove them.

We ran one of the largest clinical trials for infant formula in 25 years—including 311 babies. We're also the only new brand to add a comparison to human milk.

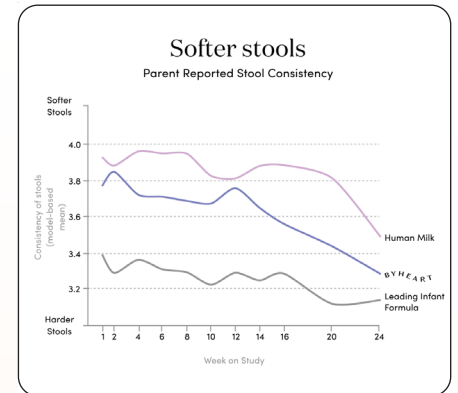
Our 6 month randomized, double blind, multi-center trial exceeded FDA requirements with a systems biology approach. Our groundbreaking results were published in the *Journal of Pediatric Gastroenterology and Nutrition*.

OUR RESULTS PROVED* BENEFITS LIKE:

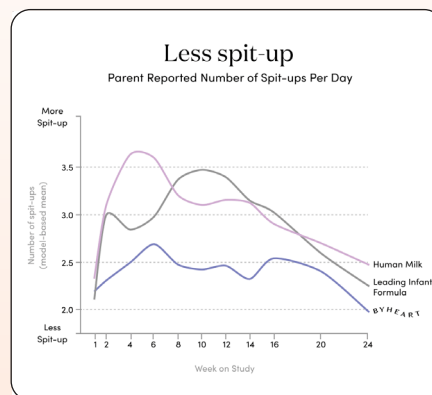
- Easier digestion
- Less spit-up
- Softer stools
- Greater efficiency of growth
- Enhanced nutrient absorption
- Longer stretches between nighttime feeds at 4 months of age



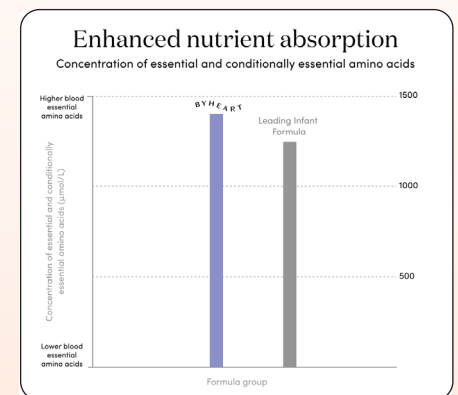
14% improved energetic efficiency for weight gain; statistically significant difference compared with infants fed a leading infant formula (P=0.02).



Statistically significant softer stools when compared with infants fed a leading infant formula (P < 0.001).



Statistically significant fewer mean spit-ups over time when compared with infants fed a leading infant formula (P=0.01).



Statistically significant higher serum essential and conditionally essential amino acids when compared with infants fed a leading infant formula (P = 0.048).

*Compared to a leading infant formula

Innovated for easy digestion.

ByHeart is human milk inspired, gentle from the start, thanks to whole milk fats, high quality proteins and all carbohydrates from lactose (like human milk).



Our Patented Protein Blend

We're the first and only US-made infant formula* company to add the two most abundant proteins found in human milk—alpha-lactalbumin and lactoferrin—as unique ingredients (and the only to add alpha-lactalbumin at human milk levels) making our patented blend the closest to human milk on the market.

WHAT'S IN OUR BLEND:

- ✓ **Alpha-lactalbumin**
The most abundant protein in human milk, known for its high proportion of essential amino acids.
- ✓ **Lactoferrin**
The most abundant protein in colostrum, known for its role in supporting the development of the immune system.
- ✓ **Organic grass-fed whole milk**
Provides intact proteins naturally present in milk.
- ✓ **Partially hydrolyzed whey proteins**
To mimic the hydrolysis of proteins in the mammary gland.

Our unique blend includes both intact proteins and partially hydrolyzed proteins in a whey predominant ratio (80:20), combining functionality and tolerability.

Milk Fat Really Matters

We are the only US-made infant formula* to use organic grass-fed whole milk instead of skim. Research shows that whole milk fats (such as naturally occurring MFGM components like sphingomyelin and cholesterol) play an important role in baby's brain development and growth.

Carbohydrates from Lactose

Like human milk, our carbohydrates come from lactose (instead of ingredients such as corn syrup and maltodextrin like other formulas). We also include the lactose-derived prebiotic GOS, known to contribute to stool softness and to support the microbiome.

The first easy-to-digest infant formula with no soy, maltodextrin, corn syrup or palm oil.

End-to-end is just the beginning.



We're here to innovate everything, even our manufacturing processes. That's why we built from the ground up to become the first new infant formula manufacturer in the US in 15 years to own our entire manufacturing process soup to nuts. This means we can employ rigorous quality and safety testing that goes above and beyond what's required.

Scan to explore ByHeart's clinical trial data and join our newsletter for healthcare professionals.



*With globally sourced ingredients

ByHeart Whole Nutrition Infant Formula is a bovine-based infant formula that was designed, studied, and registered for healthy, full-term infants.