

Introducing a next-generation easy digestion formula.

Our approach creates a new standard for clean quality with clinically proven benefits.



We made a patented protein blend that gets closest to breast milk

- The first US infant formula to have **alpha-lactalbumin—the most abundant protein in mature breast milk**—at breast milk levels, blended with lactoferrin, the **most abundant protein in colostrum**
- **Partially hydrolyzed whey proteins** mimic the hydrolysis of proteins in the mammary gland¹
- **80:20 whey:casein ratio** mirrors early breast milk

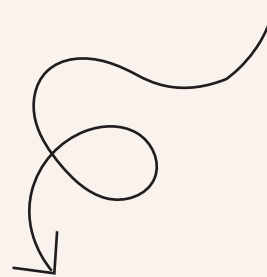


We're the first US infant formula to use **organic, grass-fed whole milk**



We're the first easy-to-digest infant formula in the US with **no soy, corn syrup, maltodextrin, or palm oil**

- **Lactose is our primary carbohydrate**—just like breast milk—and the prebiotic GOS that supports easy digestion²
- The first US infant formula to receive **Clean Label Project certification**, with their highest tier “Purity Award”



We went with our gut and put theirs first.

We hand-selected high-quality, functional, and innovative ingredients to support digestive health.

- No palm oil. Studies have shown when palm oil is included in formula, infants have harder stool consistencies.³
- Addition of GOS to infant formula results in softer stools²

- Lactoferrin has been shown to promote growth of several *Bifidobacterium* species^{4†}
- Both alpha-lactalbumin and hydrolyzed protein can reduce spit-up in infants^{5,6}

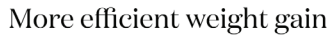


*Not studied in ByHeart formula

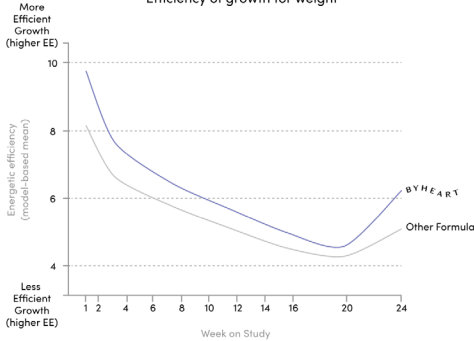
†Clinical study on lactoferrin when delivered at level higher than expected from use of ByHeart

We clinically proved
next-to-breast-milk benefits.

Demonstrated in the largest randomized, controlled clinical trial in 25 years.*



Efficiency of growth for weight

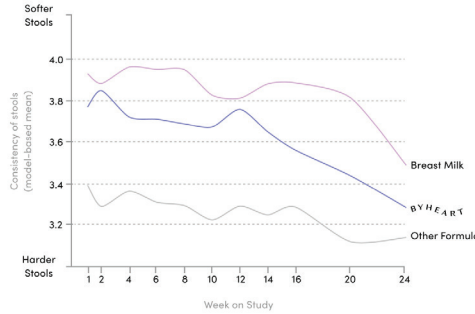


ByHeart formula has 14% improved growth efficiency for weight gain; statistically significant difference between formula groups ($P = 0.02$)

- Infants fed ByHeart had similar growth for weight-for-age, length-for-age, head circumference-for-age, and weight-for-length z-scores compared to the commercial formula⁷
- Infants fed ByHeart had **14% improved growth efficiency** for weight gain; statistically significant difference compared to commercial formula⁷

Softer stools

Parent Reported Stool Consistency

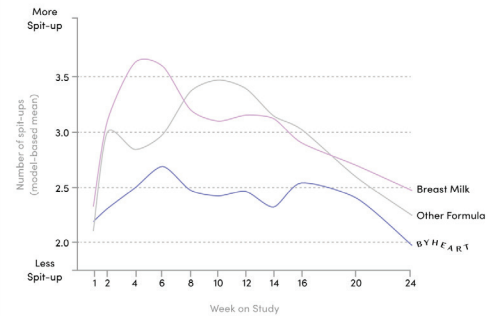


Statistically significant difference between the formula groups ($P=0.001$)

- Infants fed ByHeart experienced **statistically significant softer stools** when compared with infants fed commercial formula⁷
- **Stool softness was similar to that of breastfed infants** for majority of trial⁷

Less spit-up

Parent Reported Number of Spit-ups Per Day



Statistically significant difference between the formula groups ($P=0.01$)

- Infants fed ByHeart experienced **statistically significant fewer mean spit-ups** over time when compared with infants fed commercial formula⁷

We've got more.

Visit byheart.com to see full results and more groundbreaking benefits from our clinical trial.



JOIN THE BETTER FOR BABIES NETWORK

Help us transform infant nutrition.

Plus, get access to exclusive events with fellow experts, opportunities to get involved with our research, infant nutrition education programs, and more.

*From a new infant formula brand

References: 1. Nielsen SD, et al. *J Mammary Gland Biol Neoplasia*. 2017; 2. Sierra C, et al., *Eur J Nutr*. 2015 Feb;54(1):89–99; 3. Padial-Jaudenes M, 2020, *Nutrients*; 4. Oda H, 2014, *Biometals*; 5. Davis AM, 2008, *Eur J Clin Nutr*; 6. Vandenplas Y, 2013, *J Pediatr Gastroenterol Nutr*; 7. Kuehn D, 2022, *Journal of Pediatric Gastroenterology and Nutrition*.