

Hi,  
I'm Orlee... a mom like you who felt there was something missing on Canadian grocery shelves.

Instinctively, we all know that feeding our babies pure organic foods is right. And more and more research is now supporting our intuition.

We know that baby food is made from condensed fruits and vegetables. But what many moms may not realize is this: If it's not organic, the high concentration of fruits and vegetables can have a high concentration of pesticide residue. \* As a registered nutritionist, I know this matters because babies are more vulnerable to pesticides - their organs and nervous system are at a crucial stage of development. For all these reasons,

I wanted to raise my baby on organic food.

When I got pregnant in 2005, I realized that there was simply no complete Canadian line of organic baby food anywhere! If I wanted the best for my baby I would have to do something about it.

And now it's happened.

A fantastic team came together, and we have created the first complete line of baby foods in Canada that are certified Organic - 100% free of pesticides, herbicides, preservatives and artificial flavours and colours.

From one mom to another,

I hope you like it 😊

Orlee

RHN, RNC

\* February 2006 Consumer Reports

Like you... I just wanted the best for my baby

## Formula

I'm proud to bring you the FIRST national organic brand of baby formula. True, the best milk for your baby is breast milk. But if you choose to use formula, this is your next best option.

For starters, it is organic dairy based - and the cows are not injected with antibiotics or growth hormones. They eat from pesticide free-land. Plus it's also fortified with DHA and ARA (proven to improve infant mental and visual development) as well as Omega 3 and Omega 6 lipids for healthy organs and a stronger immune system.

## Organic Cereal

Hey -- We're getting lots of feedback like "my baby loves your cereal" And "we can't live without it." I'm thrilled it's got a growing fan base.

Our four certified organic cereals are:

- \* Organic brown rice
- \* Organic barley
- \* Organic oatmeal
- \* Organic multigrain



They are all an excellent source of iron, thiamin (B1), and riboflavin (B2). It's the whole grain nutrition that babies are eating up. So will yours.

Complete purity  
for all stages

## Organic Vegetable and Fruit Jars

We all know that strained baby food is condensed fruits and vegetables. What you may not know is this: If it's not organic, there can be a higher concentration of pesticide residue. \* But no worries with us. All of our foods are certified organic, 100% free of pesticides, herbicides and preservatives.

In all, I've created 16 unique and yummy flavours to choose from. We've also clearly labeled them in easy steps to match appropriate food stages to ages...and make your life a little easier.

