

First DHA/ARA-fortified organic baby formula launched

07/03/2006 - PBM Products has launched what it claims to be the first organic baby formula containing the omega-3 fatty acid DHA and the omega-6 fatty acid ARA for nationwide distribution in the US.

The new product, Parent's Choice Organic [Infant Formula](#) with Lipids [DHA](#) & ARA, is fortified with ingredients from natural vegetarian sources by [Martek Biosciences](#).

DHA(docosahexaenoic acid) and ARA(arachidonic acid) are naturally present in breast milk and additional doses given through formula are believed to help infant brain and eye development, especially if mothers are not breastfeeding.

Martek's blend of DHA and ARA is the only source of these nutrients the FDA has approved for use in infant formula and is the closest match to the nutrient combo found in breast milk according to PBM.

PBM's formula is enriched with 17mg of DHA and 34mg of ARA per 100 calories and is made without pesticides, added growth hormones or antibiotics.

Martek says its DHA is currently added to more than 75 percent of infant formula in the US market. The oil is made from algae grown in stainless steel fermentors and is produced under tightly controlled manufacturing conditions, which it maintains eliminates the risk of oceanic pollutants and toxins that may be present in fish or fish oils.

Launched exclusively at Wal-Mart locations nationwide, the formula is targeting health conscious parents on tighter budgets.

"Parents today are increasingly choosing an organic lifestyle," said Paul B. Manning, CEO of [PBM Products](#). "The problem is they have a hard time finding organic baby formula offering the same benefits as contemporary national brand baby formulas at their local retail outlets. We are going to change that