



# Else Nutrition Applauds U.S. Government's Historic Shift in Infant Formula Rules, Unlocking Path to Commercialize the World's First Whole-Food, Dairy-Free Infant Formula

*Else Nutrition Welcomes 3 Major Federal Developments that Could Unlock Market Access & Open the Door to the First Major Breakthrough in Infant Formula in Decades*

VANCOUVER, BC, June 10, 2025 /CNW/ - **ELSE NUTRITION HOLDINGS INC.** (TSX: BABY) (OTCQX: BABYF) (FSE: OYL.F) ("**Else**" or the "**Company**"), a global leader in clean label, plant-based childhood nutrition, welcomes a recent trio of significant policy signals from the U.S. Government that could reshape the nation's infant formula landscape.



Else Nutrition (CNW Group/Else Nutrition Holdings Inc.)

These developments - spanning FDA regulatory reform, Congressional oversight, and executive action - reflect growing national momentum to modernize outdated regulations and expand consumer choice in baby formula.

## National Academy Report Supports Smarter Science, Aligns with Else's Regulatory Approach

In a move that could have broad implications for new formula entrants, the FDA commissioned a National Academy of Sciences study to examine global regulatory standards for infant formula - particularly focusing on the outdated Protein Efficiency Ratio (PER) study, which had long served as a barrier for plant-based options like Else's.

The newly released study recommends replacing the outdated PER test with modern, evidence-based alternatives that better reflect international norms and nutritional science. This marks a turning point for Else, whose regulatory strategy has been built around these same more progressive standards.

"We are encouraged by the Academy's findings and look forward to these recommendations informing forthcoming FDA guidance," said Hamutal Yitzhak, CEO & Co-Founder, Else Nutrition.

## Congressional Pressure Grows for Modernized Plant-Based Infant Formula Pathway

In parallel, Else Nutrition welcomes mounting attention to infant formula policy from the United States Congress. Earlier this year, top Republican Appropriators - a Members of a powerful Committee in Congress that maintains the "Power of the Purse" - sent a formal Congressional Oversight letter to the agency, urging the FDA to create a clear, modernized regulatory pathway for plant-based infant formula that matches the international standard. Congress' intent reflects a shared perspective that the National Academy study unveiled.

This rare Congressional intervention emphasizes the urgency of reform and calls for U.S. policy to upgrade to international standards that already embrace plant-based options. It also signals the potential for future Congressional action to reinforce the need for change and hold the FDA accountable.

"Congressional Appropriators are sending a strong signal that American parents deserve safe, vetted plant-based alternatives, and that companies like Else deserve a fair, science-aligned path to market, with regulatory guidance to match," added Ms. Yitzhak.

## Administration Launches 'Operation Stork Speed' to Cut Red Tape

Furthering the support is the Administration's new initiative, *Operation Stork Speed*, aimed at accelerating access to infant formula by streamlining regulatory processes and clearing bureaucratic roadblocks. The program is expected to fast-track FDA reforms while ensuring safety and nutritional integrity.

Else Nutrition looks forward to engaging directly with the Administration to help shape a smarter, more inclusive infant formula future.

## A New Era of Opportunity for Infant Nutrition

Together, these three developments - scientific, legislative, and executive - signal a generational shift in how the U.S. regulates and supports infant nutrition. For Else Nutrition, they offer renewed confidence that the path forward is finally being cleared. This initiative is a direct complement to the Congressional attention and the National Academy study, and Else looks forward to collaborating with the Administration.

"These reforms aren't just good for Else - they're good for every parent seeking cleaner, safer, baby formula options beyond dairy," said Ms. Yitzhak. "We continually get requests from so many families in real need of finding an alternative beyond dairy-based baby formula. We're proud to be at the forefront of this movement for change and are ready to serve American families with the trusted nutrition they deserve."

## Join the Movement: Demand Real Choice

Else Nutrition is mobilizing parents, pediatric professionals, and policymakers to advocate for inclusive, evidence-based nutrition. With public support and FDA cooperation, the Company can launch clinical trials and bring its formula to American shelves.

## Here's how you can help drive the Formula for Change:

1. Email your Member of Congress to urge FDA action on modern regulatory pathways.
2. Sign the petition on Change.org to amplify the public voice.

Learn more and take action today: <https://elsenutrition.com/pages/realchoice>

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#### **About Else Nutrition Holdings Inc.**

Else Nutrition Holdings Inc. (TSX: BABY, OTCQX: BABYF, FSE: 0YL) is a food and nutrition company in the international expansion stage focused on developing innovative, clean, and Plant-Based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, Plant-Based, non-soy formula is a clean-ingredient alternative to dairy-based formulas. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods, almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents, gained national retailer support, and achieved rapid sales growth.

#### **Awards and Recognition:**

- "2017 Best Health and Diet Solutions" award at Milan's Global Food Innovation Summit
- #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category
- "Best Dairy Alternative" Award 2021 at World Plant-Based Expo
- Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category
- During September 2022, Else Super Cereal reached the #1 Best Seller in Baby Cereal across all brands on Amazon

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