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## **UpSpring Launches WellBaby D All-Natural Vitamin D Drops for Infants**

*New Drops Provide AAP Recommended Daily Dose of Vitamin D*

**AUSTIN, Texas (June 17, 2015) - UpSpring**, creator of innovative health and wellness products for mom and baby, introduces a new all-natural liquid vitamin D drop, wellbaby D. Vitamin D is essential for infants to help promote calcium absorption which help build strong bones and teeth.\*

In 2008 The American Academy of Pediatrics (AAP) began recommending vitamin D supplementation (400 IU per day) for infants starting the first few days of life. While breast milk contains proteins, fats, carbohydrates, and vitamins, it does not provide an adequate amount of vitamin D according to The Centers for Disease Control and Prevention. In addition to breast fed babes, formula fed babies consuming less than 32 ounces of vitamin D-fortified formula per day may also not be getting the vitamin D they need. Sun exposure is the primary source of vitamin D but not recommended for infants under 6 months.

“In most cases, breast milk provides just about everything a baby needs for the first six months with the possible exception of vitamin D,” said Lisa Rowe, co-founder and CEO of **UpSpring**. “That is why we created an all-natural vitamin D drop for moms who want to ensure their baby is getting the AAP recommended vitamin.”

**UpSpring’s** wellbaby D contains The AAP recommended daily dose of vitamin D (400 IU) for infants and is made with two simple ingredients, vitamin D3 (Cholecalciferol) and natural coconut oil. Wellbaby D is all-natural and does not contain any dyes, flavors, sugar, or preservatives so baby is getting nothing but the goodness of vitamin D. Wellbaby D comes with an easy to use dropper and the concentrated formula means less liquid to give to baby (only 0.2 mL per day).

Wellbaby D is available at Walgreens nationwide for \$11.99. For more information on wellbaby D, please visit [www.upspringbaby.com](http://www.upspringbaby.com).

### **ABOUT UPSPRING**

**UpSpring** creates award-winning health and wellness products for mom and baby including Milkscreen, Milkflow, Milkmulti, C-Panty, Shrinkx Belly, Shrinkx Hips and Walking Wings. For more information on **UpSpring** visit [upspringbaby.com](http://upspringbaby.com)

*\*These statements have not been evaluated by the FDA. Product is not intended to diagnose, treat, cure or prevent disease.*