



# wellbaby

## UpSpring Launches Wellbaby Natural Vitamins

**Austin, TX (November 10, 2015)**– UpSpring, a leader in health and wellness for mom and baby for over 10 years, has launched a new Wellbaby™ line of natural vitamins for infants. Made with natural ingredients and free of artificial colors, sweeteners or lactose, Wellbaby vitamins promote optimal daily nutrition to support baby’s healthy growth and development.

UpSpring’s Wellbaby line of natural vitamins include: Wellbaby D, Wellbaby Multi and Wellbaby Multi + Iron.

**Wellbaby D** provides The American Academy of Pediatrics (AAP) recommended daily dose of vitamin D (400 IU) for breastfed and formula fed infants. Wellbaby D is a natural supplement that is made with only vitamin D3 (Cholecalciferol) and coconut oil. One small dose (0.2 mL) provides the vitamin D infants need for strong bones and teeth.

**Wellbaby Multi** is a complete multivitamin that provides baby with 100% daily value of 11 essential vitamins plus 400 IU of vitamin D3 as recommended by the AAP. Wellbaby Multi provides added nutrients for babies who are picky eaters, experiencing a growth spurt or transitioning to solid foods.

**Wellbaby Multi + Iron** is also a complete multivitamin with 11 essential vitamins plus 100% daily value of Iron (15 mg) and 400 IU of vitamin D3. Ideal for babies that require iron supplementation but also want the added benefit of a complete multivitamin.

“As mothers we want the very best for our children and that starts with nutrition. Bringing this new line of complete and natural vitamins to market is very exciting for all of us at UpSpring,” said Lisa Rowe, co-founder and CEO of UpSpring. “Our goal is to provide the highest quality ingredients at an affordable price for parents. We source natural ingredients and formulate to a high potency and completion to get

the maximum nutrients. Whenever possible we use gluten-free, non-GMO, vegan and kosher ingredients because as moms, we understand what matters most to other moms.”

UpSpring’s Wellbaby vitamins retail for \$10.99 and are available at [www.upspringbaby.com](http://www.upspringbaby.com) and Amazon.

**ABOUT UPSPRING**

Founded in 2005 by “Mothers of Invention” Lisa, Julie and Dede, UpSpring creates award-winning health and wellness products that offer convenient solutions for today’s modern family. For more information visit [www.upspringbaby.com](http://www.upspringbaby.com)