Prolacta Bioscience® Launches Easier-to-Read Labels for its Human Milk-Based Neonatal Nutritional Products

DUARTE, Calif., Dec. 12, 2017 – Prolacta Bioscience, the nation’s leading provider of human milk-based neonatal nutritional products to hospitals, has introduced safer, easier-to-read labels for its line of 100 percent human milk-based fortifiers and ready-to-feed products.

The new product labels feature a distinctive palette of bright new colors with larger, more prominent product names for clearer readability and product identification. The labels also have an easier-to-read list of ingredients, directions for use, and product codes.

“Our commitment to healthcare providers and the fragile premature babies they serve means continually working to make our products easier and safer to use,” said Scott Elster, president and CEO of Prolacta Bioscience. “These easier-to-read labels will help caregivers as they provide the preemies in their care with the precise human milk-based formulations prescribed to help them to grow and thrive.”

Prolacta offers hospitals the only human milk fortifiers made exclusively from 100 percent human donor breast milk, instead of cow milk. When used as part of an exclusive human milk diet (EHMD)¹, Prolacta’s neonatal nutritional products are clinically proven to improve health outcomes²,³,⁴ and reduce hospital costs⁵,⁶ for critically ill, extremely premature infants weighing between 500-1,250g (1 lb 1 oz to 2 lbs 12 oz) at birth, in the neonatal intensive care unit (NICU), as compared to cow milk-based fortifier or cow milk-based preterm formula.

About Prolacta Bioscience
Prolacta Bioscience, Inc. is a privately-held life sciences company dedicated to Advancing the Science of Human Milk®. The company pioneered the development of human milk-based neonatal nutritional products to meet the needs of critically ill, premature infants in the NICU. Prolacta leads the industry in the quality and safety of nutritional products made from donor breast milk and operates the first and only pharmaceutical-grade manufacturing facility for the processing of human breast milk.

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An EHMD is when 100% of the protein, fat and carbohydrates in an infant’s intake are derived solely from human milk.


4 Abrams SA, et al. Greater Mortality and Morbidity in Extremely Preterm Infants Fed a Diet Containing Cow Milk Protein Products. *Breastfeeding Medicine*. June 2014. 9(6): 281-285. doi:10.1089/bfm.2014.0024. This cohort study included 260 extremely preterm infants born weighing less than 1,250g who received a diet that ranged from 100% cow milk to 100% human milk.


6 Assad M, et al. Decreased Cost and Improved Feeding Tolerance in VLBW Infants Fed an Exclusive Human Milk Diet. *Journal of Perinatology*. March 2016. 36:216-220. doi: 10.1038/jp.2015.168. The study retrospectively looked at 293 preterm infants between gestational ages of 23 to 34 weeks and birth weights between 490-1,700g in the Level III NICU. The study compared the clinical and financial impacts between infants that were fed an exclusive human milk diet; cow milk-based fortifier and maternal milk; mixed combination of maternal milk, cow milk-based fortifier and cow milk-based formula; and formula between March 2009 and March 2014.