

For more information contact:  
Parry Andvik  
Natural Rx Brokers  
(303) 635-6194  
[parry@naturalrxbrokers.com](mailto:parry@naturalrxbrokers.com)



FOR IMMEDIATE RELEASE

## **Natural Rx Brokers Partners with BornFree™ Baby Products**

### ***West Coast Master Broker for Natural and Organic Products Expands Portfolio of Offerings to Include BornFree™, Maker of Bisphenol-A Free Feeding System***

February 07, 2008, Boulder, CO – Natural Rx Brokers, a master brokerage firm that specializes in securing natural and organic health products into chain drug stores, regional and independent pharmacy markets, natural sections of mass market and traditional natural foods retailers, has expanded its portfolio to include BornFree™, maker of Bisphenol-A free baby bottles, cups and accessories.

Natural Rx Brokers is charged with expanding retail distribution for the product line, making it easier for consumers to purchase baby bottles and children's training and drinking cups that are free of polycarbonate plastic. BornFree™ developed its line of products due to emerging scientific evidence highlighting the risk of baby bottles and child drinking cups made from polycarbonate plastic and plastics containing Bisphenol-A and phthalates which all BornFree™ products are Free of.

"It's exciting to represent BornFree™ at a time when parents are aware of and concerned about the possible effects of polycarbonate plastics. I look forward to expanding the distribution of this worthwhile product line so that parents can have greater access to baby bottles and drinking cups that serve as a healthy alternative for their babies and children," said Parry Andvik, President of Natural Rx Brokers.

A growing body of evidence suggests that the chemical Bisphenol-A may leach from bottles and cups made of polycarbonate plastic and that this compound can act as an endocrine disrupter, a substance that mimics human hormones\*. BornFree™ bottles are made of Polyethersulfone PES, instead of

polycarbonate-containing plastic.

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BornFree™ also utilizes a proprietary venting system which helps reduce vacuum pressure, which helps eliminate gas and spit up. The venting systems have also been shown to assist in the reduction of risk for middle ear infections (Brown and Magnuson, 2000). These products are made from a honey-colored plastic that is dishwasher safe (top rack). BornFree™ products are endorsed by Healthy Child Healthy World.

The BornFree™ line includes bottles, nipples, bottle sterilizers, training cups, drinking cups and accessories. For more information please visit [www.newbornfree.com](http://www.newbornfree.com) or [www.naturalrxbrokers.com](http://www.naturalrxbrokers.com).

Natural Rx Brokers, headquartered in Boulder, CO, specializes in traditional and premium retail brokerage services including specializing in the natural, specialty, pharmacy, club and grocery markets. The team helps its clients manage sales regionally, nationally and internationally; serves as a master broker that establishes and manages teams of national brokers; develops and presents sales presentations to corporate buyers and category managers; places products into distribution and establishes vendor direct ordering programs; provides full-service sales and marketing solutions; arranges promotional events and in-store demonstrations and trains retail staff.

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