



Clean Label Project Program

CERTIFICATE OF COMPLIANCE

Certificate Number	BBF0005-2020B-13 ¹ INF0012-2021C-19 ² SNK0002-2021C-19 ³
Certified Entity	Serenity Kids, LLC
Type of Certification	Baby Food V1, Formula V1, Snacks V1
Certified Products	See Certified Product Listings
Identification Marks	Purity Award, Pesticide Free
Facility Location(s)	7421 Burnet Road, #165 Austin, TX 78749 USA
Effective Date	February 13, 2020
Issue Date	June 10, 2025

Ellipse Analytics, upon granting this certification hereby confirms that it has received and reviewed the Operator's contract, application, documentation and test results and has determined that the products identified comply with the Clean Label Project Code of Practice. In its acceptance of certification, the Operator hereby warrants that it is in, and will remain in compliance with the Terms and Condition set forth by contractual agreements and the requirements established in the Clean Label Project: Code of Practice. This annual certificate is only valid when accompanied by the Product Listing and shall be renewed on an annual basis to ensure ongoing compliance with the Clean Label Project Code of Practice.

Ellipse Analytics
7000 Broadway, Suite 307
Denver, CO 80221
www.ellipseanalytics.com

Signed on behalf of
Ellipse Analytics:



Brianna Raymes
02/13/2020

Certified Product Listings

Product Name	Universal Product Code (UPC)	Identification Mark	List Date
Free Range Chicken + Thyme with Organic Vegetables	850000411449	CLP Purity Award ¹ , CLP Pesticide Free	05/05/2022
Grass Fed Beef + Ginger with Organic Vegetables	850000411371	CLP Purity Award ¹ , CLP Pesticide Free	05/05/2022
Beet & Carrot Dairy-Free Smoothie + Protein	850000411661	CLP Purity Award ¹ , CLP Pesticide Free	01/30/2023
Berry Butternut Dairy-Free Smoothie + Protein	850000411593	CLP Pesticide Free	01/30/2023
Pumpkin Spice Dairy-Free Smoothie + Protein	850000411647	CLP Purity Award ¹ , CLP Pesticide Free	01/30/2023
Sweet Potato Spice Dairy-Free Smoothie + Protein	850000411630	CLP Purity Award ¹ , CLP Pesticide Free	01/30/2023
Free Range Chicken with Organic Peas & Carrots	868767000301	CLP Purity Award ¹ , CLP Pesticide Free	02/25/2020
Organic Squashes	850000411012	CLP Purity Award ¹ , CLP Pesticide Free	02/25/2020
Beef Pot Roast made with Organic Vegetables & Herbs	850000411173	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Grass Fed Beef with Organic Kale & Sweet Potato	868767000318	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Grass Fed Bison with Organic Kabocha & Spinach	868767000394	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Organic Butternut Squash & Spinach	850000411036	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Organic Roots	850000411005	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Organic Sweet Potato & Spinach	850000411029	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Pasture Raised Turkey with Organic Pumpkin & Beet	868767000387	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Turkey Bolognese made with Organic Vegetables & Herbs	850000411159	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Turmeric Chicken made with Organic Vegetables & Herbs	850000411166	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Wild Caught Salmon with Organic Butternut Squash & Beet	868767000370	CLP Purity Award ¹ , CLP Pesticide Free	07/15/2020
Broccoli & Spinach Grain Free Puffs with Bone Broth	850000411258	CLP Purity Award ³ , CLP Pesticide Free	03/19/2021
Carrot & Beet Grain Free Puffs with Olive Oil	850000411241	CLP Purity Award ³ , CLP Pesticide Free	03/19/2021
Tomato & Herb Grain Free Puffs with Bone Broth	850000411265	CLP Purity Award ³ , CLP Pesticide Free	04/12/2021
A2 Whole Milk Toddler Formula	850000411463	CLP Purity Award ² , CLP Pesticide Free	08/02/2021
Organic Carrot Spinach & Basil	850000411333	CLP Purity Award ¹ , CLP Pesticide Free	08/02/2021
Organic Carrots	850000411340	CLP Purity Award ¹ , CLP Pesticide Free	08/02/2021

Organic Sweet Potato and Parsnip with Purple Carrot & Olive Oil	850000411357	CLP Purity Award ¹ , CLP Pesticide Free	08/02/2021
Pasture Raised Turkey + Rosemary with Organic Vegetables	850000411364	CLP Purity Award ¹ , CLP Pesticide Free	10/28/2022
Grain-Free Cheddar Cauliflower Spinach Puffs	850000411777	CLP Purity Award ³ , CLP Pesticide Free	11/16/2023
Pumpkin & Cinnamon Grain Free Puffs	850000411470	CLP Purity Award ³ , CLP Pesticide Free	01/31/2022
World Explorer Beef Kebab	850000411760	CLP Purity Award ¹ , CLP Pesticide Free	02/16/2024
World Explorer Beef Chimichurri	850000411821	CLP Purity Award ¹ , CLP Pesticide Free	02/16/2024
World Explorer Chicken Mexican Stew	850000411548	CLP Pesticide Free	02/16/2024
World Explorer Chicken Tikka Masala	850000411555	CLP Pesticide Free	02/16/2024
World Explorer Coconut Curry with Chicken	850000411456	CLP Pesticide Free	02/16/2024
World Explorer Salmon Teriyaki	850000411838	CLP Pesticide Free	02/16/2024