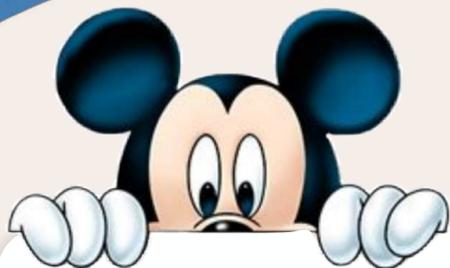




A B R A N D O F T H E H E A L T H Y K I D S G M B H



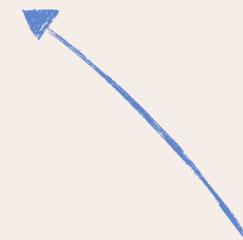
We are the strong partner for

food and beverage kids' licenses

We collaborate with the world leading film studios:



With strong licenses and popular themes for children



WE PROVIDE FUN TO KIDS AND GIVE PARENTS A GOOD FEELING.

THE HEALTHY KIDS
Purity Law

100% Natural.



No added sugars.

No artificial ingredients.

Our drinks are low-calorie.

WE PROVIDE FUN TO KIDS
AND GIVE PARENTS A GOOD
FEELING.

high-quality organic ingredients, no added sugar, no flavors, no artificial additives and no exaggerated sweetness

We appeal to children of all ages...



BLUEY

CORE TARGET GROUP

2-6 Jahre



CORE TARGET GROUP

3-6 Jahre



CORE TARGET GROUP

3-7 Jahre



CORE TARGET GROUP

3-9 Jahre



CORE TARGET GROUP

1,5-9 Jahre

BIRTH

1

2

3

4

5

6

7

8

9

10

11

12

13

14

AGE IN YEARS



CORE TARGET GROUP

2-5 Jahre

Barbie

CORE TARGET GROUP

6-12 Jahre



CORE TARGET GROUP

3-8 Jahre



CORE TARGET GROUP

2-12 Jahre



Disney PRINZESSIN

CORE TARGET GROUP

3-12 Jahre



now available with our new licenses



ALL PRODUCTS

AS OF JULI 2025

PRODUCT OVERVIEW

in detail on the following pages



Pure & Fun Bio Beverages

★ no added sugar

😊 low in calories



NOTE:

By ordering our products, Baby Water and PAW Patrol Heroes Water, you expressly acknowledge that the supplier of PURE&FUN water products, Wildalpen Wasserverwertungs GmbH, is certified according to IFS Progress Food Version 3 and that, according to guideline IFS Broker 3.2, this does not correspond to a GFSI-recognized standard. You hereby grant us an exception for this supplier in accordance with the IFS Broker Standard, in its current version.



Pure & Fun Bio Squeeze pouches

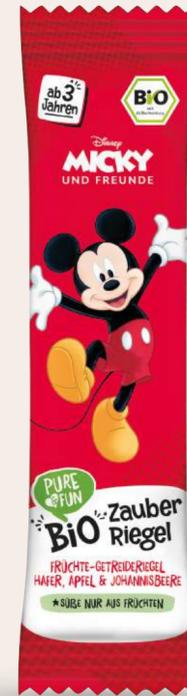
★ no added sugar



Pure & Fun

Bio Bars and small bites

★ sweetness from fruits ★ no added sugar
only



Pure & Fun Bio Crunchy snacks

- ★ no added sugar
- ◆ no sprinkled salt
- ✿ no palm oil



Pure & Fun Bio Cereal products

★ no added sugar



(125g)



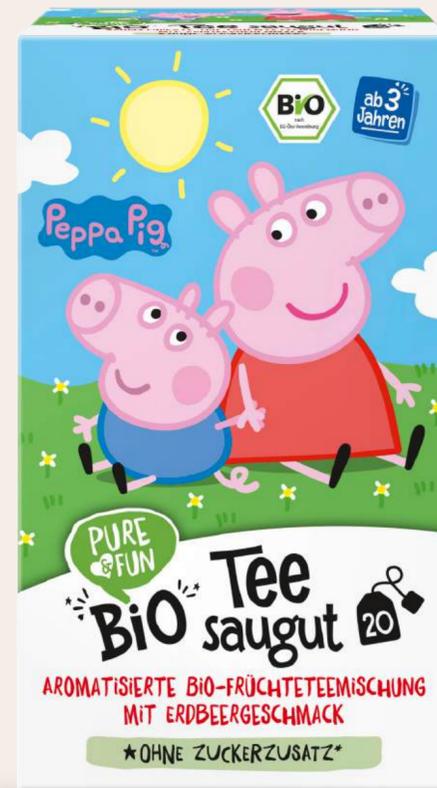
(375g)



PURE & FUN

Pure & Fun Bio Tea/ Fruit infusion variety

★ no added sugar



NOTE:

By ordering our tea/ fruit infusion products, you expressly acknowledge that the products from Kräuterhaus Wild GmbH & Co. KG are IFS Food certified, Healthy Kids GmbH has IFS Broker certification, but the intermediate supplier, Milford Tee Austria, does not have IFS Broker certification. According to the IFS Broker 3 guideline, this does not comply with a GFSI-recognized standard. You are therefore granting us an exception for this supplier in accordance with the current version of the IFS Broker Standard.



PRODUCT PREVIEW AS OF AUTUMN 2025

LAYOUTS WORK IN PROGRESS

Beverages in PET 330ml



Squeeze pouches 100g With fruits and whole grain cereals

LAYOUTS WORK IN PROGRESS

now as well with
VEGETABLES



Cookies, small bites and snacks 125g, 10g, 80g



Corn snacks 30g with fruits and vegetables

LAYOUTS WORK IN PROGRESS



Pure&Fun freeze dried fruits



Rice cakes 30g with fruits as of April 2026



Pasta & tomato sauce 500g and 340g

LAYOUTS WORK IN PROGRESS



New products overview as of autumn 2025

LAYOUTS WORK IN PROGRESS



Beverages in PET, 330ml



squeeze pouches, 100g



Pasta, 500g / Sauce, 340g



Rice cakes, 30g



Crunchy corn snacks, 30g



Freeze dried fruits, 10g



Small bites, 40g



Crunchy lye snack, 80g



Cookies, 125g



