



March 13, 2025

Ms. Serenity Carr
Chief Executive Officer
Serenity Kids
7421 Burnet Rd # 165
Austin, TX, 78757-2244

Re: Arsenic, Cadmium, Lead, and Mercury Disclosures for Baby Food Products

Dear Ms. Carr,

We write to urge Serenity Kids to comply with California law and publicly disclose test results for the levels of arsenic, cadmium, lead and mercury in each lot of its baby food products. This disclosure would be consistent with the obligations under Section 110962 of California's Health and Safety Code, which requires that baby food manufacturers post these test results on their website.

This information currently does not appear to be available on the Serenity Kids' website at <https://results.myserenitykids.com/c/M73H> because it unfortunately requires that the public provide the lot code for the product to access the test result. Requiring lot code information to access test results is not consumer-friendly and may be inconsistent with the legal requirements to make this information publicly available.

We recognize that consumers may have the ability to search for lot codes while shopping. However, this approach would be a hassle and not allow them to easily compare brands or lots with a brand. In addition, this information would not be available to online customers.

We urge Serenity Kids to remove the requirement for the lot code and make the information publicly available to allow consumers to access test results before they go shopping.

Thank you for your attention to this matter. We request a response by Thursday, March 27, 2025. If you would like to discuss this matter, please contact me at 202-744-5291.

Sincerely,

/s/

Brian Ronholm
Director, Food Policy
Consumer Reports