Company Announcement

When a company announces a recall, market withdrawal, or safety alert, the FDA posts the company's announcement as a public service. FDA does not endorse either the product or the company.

Bulletproof 360, Inc. Recalls Collagen Protein Bars and Bites Because of Possible Health Risk

For Immediate Release

June 15, 2017

Contact

Consumers

1-425-434-9704

Announcement

View Product Photos

Bulletproof 360, Inc. ("Bulletproof") of Bellevue, Washington is recalling five Collagen Protein Bar and Bite products because they have the potential to be contaminated with *Listeria monocytogenes,* an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, listeria infection can cause miscarriages and stillbirths among pregnant women.

The affected products were distributed between April 7, 2017 and June 12, 2017 in retail stores nationally and on bulletproof.com to customers nationally and internationally in the following countries: Australia, Bahrain, Bermuda, Bolivia, Brazil, Brunei Darussalam, Canada, Cayman Islands, China, Finland, France, Germany, Guam, Hong Kong, Hungary, Iceland, Israel, Japan, Korea, Kuwait, Liechtenstein, Macau, Malaysia, Malta, Mexico, Monaco, Netherlands, New Zealand, Norway, Oman, Philippines, Puerto Rico, Romania, Saudi Arabia, Singapore, Spain, Switzerland, Taiwan, United Arab Emirates, United Kingdom, Virgin Islands (USA). Products are identified with the following information:

Product	Packaged	Individual Net Wt.	Box Net Wt.	Individual UPC	Box UPC	Use by Dates	Lot numbers

Fudge Brownie Collagen Protein Bar	Individually packed in foil wrappers, then 12 packed in a box.	Bar: 1.58oz (45g)	18.96 oz (540g)	815709021498	815709020811	11/1/2017 11/6/2017 11/14/2017 11/23/2017 12/1/2017 12/19/2017 12/25/2017	0957-011007-011087-011177-011257-011437-011497-01
Fudge Brownie Collagen Protein Bite	Individually packed in foil wrappers, then 15 packed in a box.	Bite:0.74 oz (21g)	11.10 oz (315 g)	815709021528	815709021535	12/27/17 11/28/2017 12/8/2017	1227-011327-011517-01
Lemon Cookie Collagen Protein Bar	Individually packed in foil wrappers, then 12 packed in a box.	Bar: 1.58oz (45g)	18.96 oz (540g)	815709021801	815709021795	11/7/2017 11/8/2017 12/14/2017	1017-011027-011387-01
Vanilla Shortbread Collagen Protein Bar	Individually packed in foil wrappers, then 12 packed in a box.	Bar: 1.58oz (45g)	18.96 oz (540g)	815709021481	815709020804	11/15/2017 11/22/2017 11/29/2017 12/11/2017	1097-011167-011237-011357-01
Vanilla Shortbread Collagen Protein Bite	Individually packed in foil wrappers, then 15 packed in a box.	Bite:0.74 oz (21g)	11.10 oz (315 g)	815709021504	815709021511	11/20/2017 11/27/2017	1147-011217-01

HVF, Inc. supplied the cashew butter used as an ingredient in the above Bulletproof Collagen Bars and Bites. The affected equipment was not used to process the cashew butter contained in BulletproofCollagen Bars and Bites; however, testing at HVF's facility found Listeria contamination in another part of the facility.

No other Bulletproof products, including Bulletproof Collagen Powder, are affected or are involved in this recall. No illnesses have been reported to date.

Bulletproof will quickly be shipping replacement Collagen Protein Bars and Bites freshly made with a new cashew butter supplier.

Bulletproof is informing all of its retailers and distributors of this recall, and is making every effort to contact customers who recently purchased Collagen Protein Bars or Bites from the lots listed above to inform them of the recall, and to facilitate the return or destruction of any unused product.

Customers should not eat any Collagen Protein Bars or Bites that are subject to the recall, and should return them to Bulletproof. Customers will receive a full replacement or bulletproof.com store credit.

If you have any questions or concerns related to Bulletproof's Collagen Protein Bars or Bites, please contact a Bulletproof Customer Service Representative by calling 1-425-434-9704 Monday through Friday, from 9AM-5PM PDT.

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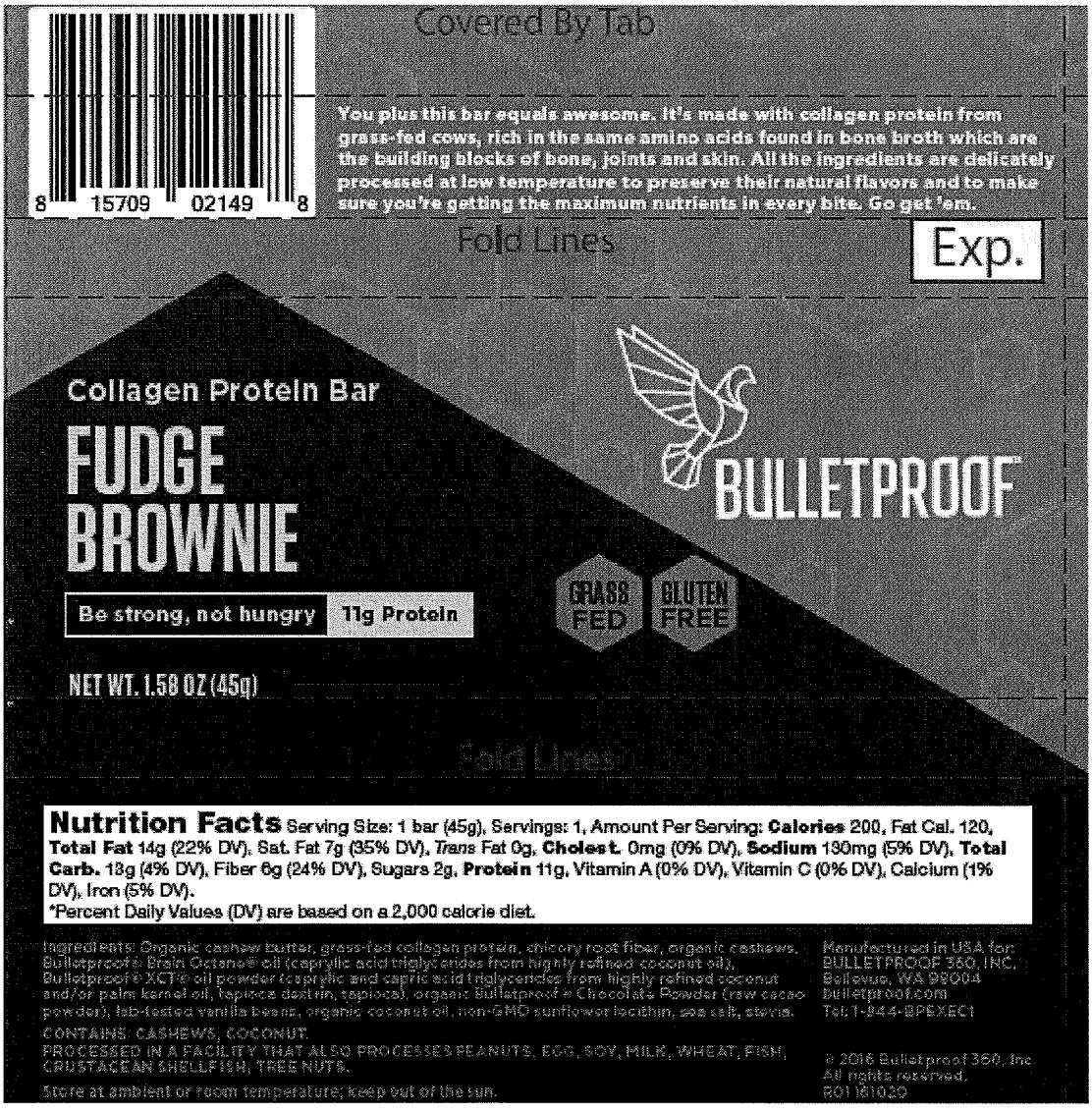
Product Photos



OU ARE WHAT YOU EAT. O EAT AWESOME.

ot all protein is the same, and neither are l protein bars. Bulletproof bars are made ith collagen protein from grass-fed cows. has the same amino acids found in bone roth, which are the building blocks of one, joints and skin. All the ingredients are elicately processed at low temperature to reserve their natural flavors and to make ure you're getting the maximum nutrients every awesome bite. Go get 'em.

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Nutrition Facts

Serving Size 1 bar (21g)
Servings Per Container 15

Amount Per Serving	
Calories 100	Cal from Fat 60
	% Daily Value*
Total Fat 7g	**10%**
Saturated Fat 3g	**17%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 60mg	**3%**
Total Carb. 7g	**2%**
Dietary Fiber 3g	**12%**
Sugars less than 1 gram	
Protein 5g	**10%**

Vitamin A 0% • Vitamin C 0%
Calcium 1% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Organic cashew butter, grass-fed collagen protein, chicory root fiber, organic cashews, Bulletproof™ Brain Octane® oil (caprylic acid triglycerides from highly refined coconut oil), Bulletproof™ XCT® oil powder (caprylic and capric acid triglycerides from highly refined coconut and/or palm kernel oil, tapioca dextrin, tapioca), organic Bulletproof® Chocolate Powder (raw cacao powder), lab-tested vanilla beans, organic coconut oil, non-GMO sunflower lecithin, sea salt, rebaudioside A.

CONTAINS: CASHEWS, COCONUT. PROCESSED IN A FACILITY THAT ALSO PROCESSES PEANUTS, EGG, SOY, MILK, WHEAT, FISH, CRUSTACEAN SHELLFISH, TREE NUTS.

Store at ambient or room temperature; keep out of the sun.

Manufactured in USA for:
BULLETPROOF 360, INC.
Bellevue, WA 98004
bulletproof.com
Tel: 1-844-BPEXEC1

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Collagen Protein Bite

FUDGE BROWNIE

Be strong, not hungry | 100 Cal

GRASS FED | GLUTEN FREE

BULLETPROOF

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Covered By Tab

You plus this bar equals awesome. It's made with collagen protein from grass-fed cows, rich in the same amino acids found in bone broth which are the building blocks of bone, joints and skin. All the ingredients are delicately processed at low temperature to preserve their natural flavors and to make sure you're getting the maximum nutrients in every bite. Go get 'em.

Fold Lines

Exp.

Collagen Protein Bar

VANILLA SHORTBREAD

BULLETPROOF

Be strong, not hungry | 12g Protein

GRASS FED | GLUTEN FREE

NET WT. 1.58 OZ (45g)

Fold Lines

Nutrition Facts Serving Size: 1 bar (45g), Servings: 1, Amount Per Serving: **Calories** 210, Fat Cal. 120, **Total Fat** 14g (22% DV), Sat. Fat 7g (35% DV), *Trans* Fat 0g, **Cholest.** 0mg (0% DV), **Sodium** 125mg (5% DV), **Total Carb.** 13g (4% DV), Fiber 5g (21% DV), Sugars 2g, **Protein** 12g, Vitamin A (0% DV), Vitamin C (0% DV), Calcium (1% DV), Iron (5% DV).
*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Ingredients: Organic cashew butter, grass-fed collagen protein, chicory root fiber, Bulletproof® XCT® oil powder (caprylic and capric acid triglycerides from highly refined coconut and/or palm kernel oil, tapioca dextrin, tapioca), organic cashews, Bulletproof® Brain Octane® oil (caprylic acid triglycerides from highly refined coconut oil), organic coconut oil, lab-tested vanilla beans, sea salt, stevia.

CONTAINS: CASHEWS, COCONUT.
PROCESSED IN A FACILITY THAT ALSO PROCESSES PEANUTS, EGG, SOY, MILK, WHEAT, FISH, CRUSTACEAN SHELLFISH, TREE NUTS.

Store at ambient or room temperature; keep out of the sun.

Manufactured in USA for:
BULLETPROOF 360, INC.
Bellevue, WA 98004
bulletproof.com
Tel: 1-844-BPEXEC1

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BULLETPROOF

GLUTEN FREE

GRASS FED

Collagen Protein Bite

VANILLA SHORTBREAD

Be strong, not hungry | 100 Cal

YOU ARE WHAT YOU EAT. SO EAT AWESOME.

Not all protein is the same, and neither are all protein bars. Bulletproof bars are made with collagen protein from grass-fed cows. It has the same amino acids found in bone broth, which are the building blocks of bone, joints and skin. All the ingredients are delicately processed at low temperature to preserve their natural flavors and to make sure you're getting the maximum nutrients in every awesome bite. Go get 'em.

15709 02151 1

Nutrition Facts

Serving Size 1 bar (21g)
Servings Per Container 15

Amount Per Serving	
Calories 100	Cal from Fat 60
	% Daily Value*
Total Fat 6g	**10%**
Saturated Fat 3g	**16%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 60mg	**2%**
Total Carb. 7g	**2%**
Dietary Fiber 2g	**10%**
Sugars less than 1gram	
Protein 6g	**11%**

Vitamin A 0% • Vitamin C 0%
Calcium 1% • Iron 3%

*Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Organic cashew butter, grass-fed collagen protein, chicory root fiber, Bulletproof™ XCT® oil powder (caprylic and capric acid triglycerides from highly refined coconut and/or palm kernel oil, tapioca dextrin, tapioca), organic cashews, Bulletproof™ Brain Octane® oil (caprylic acid triglycerides from highly refined coconut oil), organic coconut oil, lab-tested vanilla beans, sea salt, rebaudioside A.

CONTAINS: CASHEWS, COCONUT. PROCESSED IN A FACILITY THAT ALSO PROCESSES PEANUTS, EGG, SOY, MILK, WHEAT, FISH, CRUSTACEAN SHELLFISH, TREE NUTS.

Store at ambient or room temperature; keep out of the sun.

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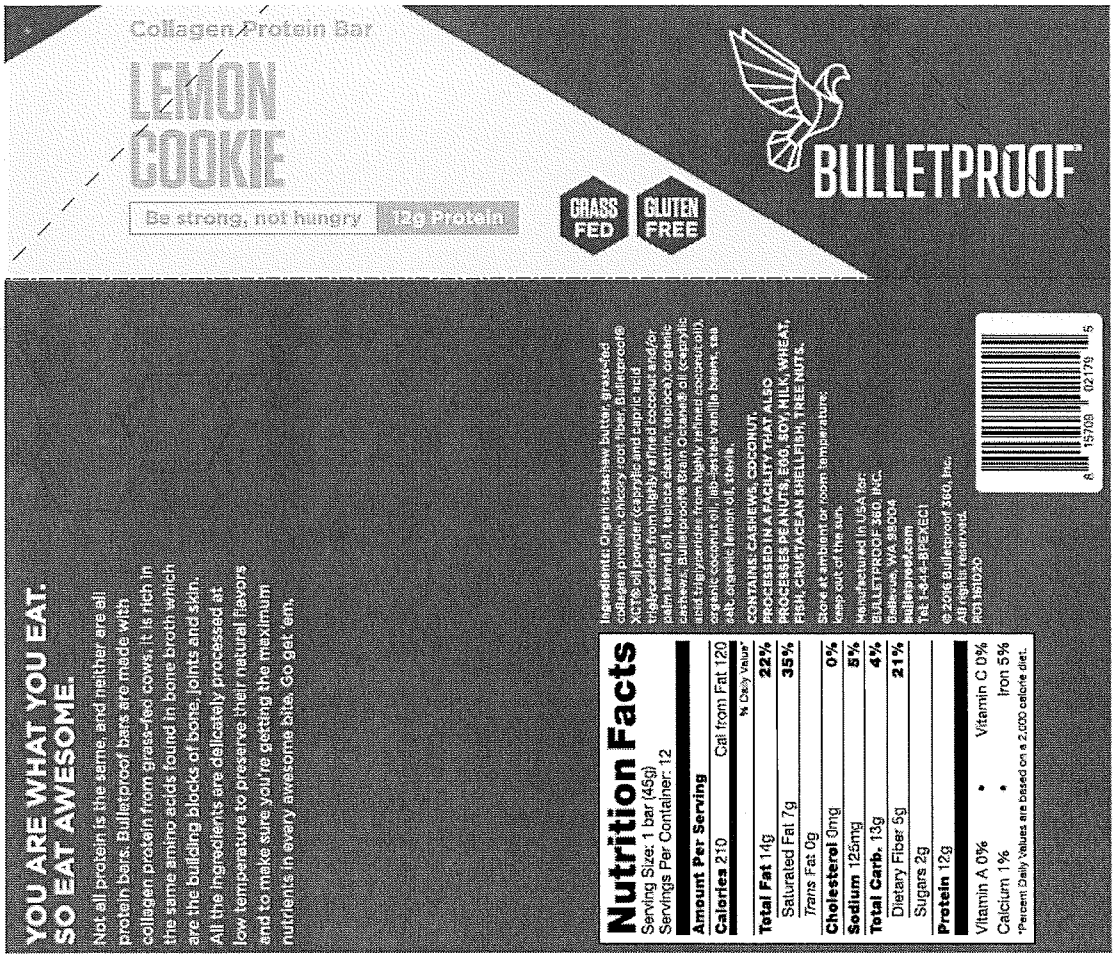

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