THREE LANDMARK MEDICAL STUDIES SUPPORT EARLY AND SUSTAINED ALLERGEN INTRODUCTION

EARLY AND SUSTAINED ALLERGEN INTRODUCTION REDUCES 67-80% OF PEANUT, EGG, AND MILK ALLERGIES

**LEAP STUDY**
- Effect: 80% allergy reduction
- Starting at: 4 months of age
- Duration: 4 years

**EAT STUDY**
- Effect: 67% allergy reduction
- Starting at: 3 months of age
- Duration: 3+ months

**PETIT STUDY**
- Effect: 79% allergy reduction
- Starting at: 4 months of age
- Duration: 6+ months

KEY LESSONS:
- Start early, 4+ months of age
- Continue for 6+ months
- It’s hard to get a baby to consistently eat peanut, egg, and milk for 6+ months

READY, SET, FOOD! MAKES ALLERGEN EXPOSURE EASY AND EFFECTIVE

PRODUCT BENEFITS
- Easy
  - Mixes with breastmilk, formula, or food
  - Start early (4+ mo), don’t miss your window!
- Natural
  - Real organic peanut, egg, and milk
  - No additives, preservatives, or added sugar
- Effective
  - Doses that follow the three medical studies
  - Designed by an Allergist-Mom
- Maximize Safety
  - Start with a gentle low dose
  - Recommended by leading pediatricians

NATIONAL HEALTH ORGANIZATION GUIDELINES AND HEALTH CLAIMS
For early and sustained allergen introduction

Questions? Call 1-800-760-4818 or visit us at ReadySetFood.com

Did you know that peanut, egg, and milk comprise >80% of childhood food allergies
Three medical studies have shown early and sustained allergen introduction leads to up to an 80% reduction in peanut, egg, and milk allergies.

**Our Medical Team**

**Pediatricians and Allergists**

- Dr. Jonathan Spergel
  Head of Allergy at Children’s Hospital of Philadelphia

- Dr. Gary Rachelefsky
  Pediatric Allergist, Former President of the American Academy of Allergy, Asthma, and Immunology (AAAAI)

- Dr. Steven Czinn
  Chair of Pediatrics at the University of Maryland Medical School

- Dr. Katie Marks-Cogan
  Board Certified Adult and Pediatric Allergist

**ReadySetFood.com**

- Stage 1: 15 day starter pack (complimentary, $25 value)
  - 1 allergen at a time
  - Starting with an ultra low dose and building up

- Stage 2: 6+ months exposure ($50/ month)
  - All 3 allergens, once a day
  - Following EAT, LEAP, PETIT study doses until your baby can eat all three regularly

For more information visit:

Reduce your baby’s risk of peanut, egg, milk allergies

More than half of children with food allergies have no family history. Don’t miss your window, start as early as 4 months.

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