HELP REDUCE THE RISK OF CHILDHOOD FOOD ALLERGIES

- Learn about the growing impact of childhood IgE-mediated food allergy
- Explore the science behind early and sustained food allergen introduction
- Follow the recent guidelines issued by the NIH and AAP
- Provide your patients with evidence-based recommendations on early and sustained introduction

READY. SET. FOOD!
FOOD ALLERGIES ARE A SIGNIFICANT AND GROWING PROBLEM AND ALL BABIES ARE AT RISK

>50% of children with a food allergy have no family history

The rate of allergies to certain foods has almost TRIPLED in recent decades

1 in 13 children in the U.S. have food allergies

PEANUT, EGG, AND MILK COMPRISE > 80% OF CHILDHOOD FOOD ALLERGIES

Milk: Most common food allergen in children

Egg: 2nd most common food allergen in children

Peanut: Most common cause of anaphylactic reactions

Milk + Egg: Most significant impairment to a child’s quality of life

EARLY AND SUSTAINED INTRODUCTION REDUCES THE RISK OF FOOD ALLERGIES BY 67–80%

**LEAP STUDY**

Effect: 80% reduction

Allergens: Peanut
Effect: 80% reduction of peanut allergy
Consumption: 6g peanut protein/week
Duration of consumption: 4 years
Starting age: 4-11 months old; 640 babies

**EAT STUDY**

Effect: 67% reduction

Allergens: Multiple, including peanut, egg, milk
Effect: 67% reduction of food allergy overall
Consumption: 3g each peanut, egg, milk protein/week
Duration of consumption: 3 months
Study population: 3 months old; 1,303 babies

**PETIT STUDY**

Effect: 79% reduction

Allergens: Egg
Effect: 79% reduction of egg allergy
Consumption: 0.88g cooked egg protein/week
Duration of consumption: 6 months
Study population: 4-5 months old; 147 babies

**NEW NATIONAL GUIDELINES**

AAP, NIH, and AAAAI have issued guidelines for the early introduction of peanut and new guidelines are being developed for egg and other allergenic foods.

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HOWEVER, EARLY AND SUSTAINED INTRODUCTION IS DIFFICULT

Many infants are not developmentally ready to eat solid foods at 4-6 months
Infant are picky eaters, so maintaining exposure to specific foods can be challenging
In the EAT study, < 50% of parents sustained exposure and therefore did not see food allergy reduction

READY, SET, FOOD! MAKES EARLY AND SUSTAINED INTRODUCTION AS EASY AS BOTTLE FEEDING

Evidence Based
- Gentle guided system based on study doses
- Developed by an Allergist-Mom

All Natural
- Only real organic peanut, egg, and milk
- No additives, preservatives, or added sugar

Easy to use
- Daily dietary supplement for infants 4+ months
- Mixes easily with breastmilk, formula, or food
- Start early, don’t miss your window!

OUR SYSTEM: MAXIMIZING SAFETY AND EFFICACY

Stage 1: Introduction (15 days)
- Sequential: One food at a time, following AAP nutrition recommendations
- Graded: Starting with a gentle low dose, building up to a study equivalent dose

Stage 2: Maintenance (at least 6 months)
- Effective dosing: Protein levels based on the LEAP, EAT, and PETIT studies
- Sustained exposure: Easy to continue for at least 6 months or until baby is regularly eating sufficient and regular amounts of these foods

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
OFFER 15 DAY SAMPLES AND EDUCATIONAL MATERIAL TO ALL PATIENTS AT THE 4 MONTH VISIT
FOR SAMPLES EMAIL KYLE@READYSETFOOD.COM

KEY LESSONS

❤️ All infants are at risk for IgE-mediated food allergy
❤️ Early and sustained introduction is effective at reducing food allergy risk
❤️ Start early, to avoid missing the critical immune window
❤️ Sustained compliance to these study protocols is difficult for families
❤️ Ready, Set, Food! makes early AND sustained allergen introduction easy

READY, SET, FOOD! MEDICAL ADVISORY BOARD

SCIENTIFIC ADVISORS:

Jonathan Spergel, MD
Chief of Allergy at Children’s Hospital of Philadelphia

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

Steven Czinn, MD
Chief of Pediatrics at the University of Maryland School of Medicine

COMMUNITY PRACTICE PARTNERS:

Andy Matthew, MD
Chief of Pediatrics at Los Robles Hospital

Robert Hamilton, MD
Pediatrician at Pacific Ocean Pediatrics

Katie Marks-Cogan, MD
Pediatric and Adult Allergist, FACAAI

Make it easy for them to start at 4 months
Make it easy for them to sustain consistent exposure
Help your patients reduce their risk of food allergies by up to 80%

For More Information Visit:
ReadySetFood.com