



READY. SET. FOOD!
ACCESS • FOR • ALL

Making Early Allergen Introduction (EAI) easy for parents with the Ready. Set. Food! Access For All program

Feeding common food allergens, like peanut, egg, and milk, to babies starting as early as 4 months of age may prevent food allergies. With your help, we'll be providing eligible WellCare members with a FREE 6 month supply of Ready. Set. Food! early allergen introduction daily Mix-In packets to make the allergen introduction process easy.

Ready. Set. Food! value added benefit program:

- Eligible members can receive a free 6-month supply of organic food allergen powder supplements to help introduce common allergens (like peanut and egg) to babies.
- Eligible members should work with WellCare care to opt in and receive their Ready. Set. Food! kit.

How to distribute the Ready. Set. Food! Mix-Ins:

1. Give eligible members 1 kit and provide these instructions:
 - a. 1 packet, 1x day for 6 months: Instruct caregivers to mix 1 pre-measured packet into their baby's bottle once a day for 6 months. It can be mixed with formula or breastmilk.
 - b. Remind eligible members that they should use every packet in the box (one packet per day until no packets remain)
 - c. Step-by-step instructions and more information are provided inside the box
2. Call WellCare Customer Service or contact PCP for additional questions or concerns
3. PCP will check in on progress at the next appointment

What eligible members will receive:

1 box with a 6 month supply of early allergen introduction daily mix-in supplements containing peanut, egg and milk allergenic protein powder

- 12 "Introduction" packets, labeled by day; to be used first to introduce top 3 allergens (milk, egg, and peanut) one at a time
- 168 "Maintain" packets of combined peanut, egg and milk allergenic protein powder
- Instructions and customer service contact information



How product is used:

- Stage 1 Mix-ins gradually introduce milk, egg, and peanut allergenic protein powder in a graded and sequential manner, one packet at a time.
- Caregivers will feed 1 pre-measured packet daily by mixing into a bottle of formula or breastmilk, or solids. Just tear, mix and feed.
- For bottle feeding: empty 1 packet into a bottle of breast milk or formula with at least 2 ounces of liquid. Shake well for 10 seconds.
- Use every packet in the box, one packet daily, to maintain exposure
- If you miss a day, simply pick up where you left off the next day.
- Works best in a size 1+ nipple.

WE'VE MADE IT AS EASY AS
1-2-3

TEAR
Empty one packet

MIX
Shake bottle or stir food

FEED
Feed to baby once a day

START EARLY
4+
months

Top FAQs

1. **What is early allergen introduction?** Early allergen introduction is the process of frequently feeding common allergenic foods, such as peanut or egg, to your baby as early as 4 months of age.
2. **Why do I need to do it?** In recent decades, there has been a significant rise in the number of food allergies with 1 in 13 children suffering from a food allergy today for babies with no family history, while babies with eczema have a 1 in 3 chance of developing food allergies.
3. **Is it safe?** Yes, early allergen introduction is safe. Feeding allergens to kids under 1 year of age is the safest time to start. Less than 1% of children under the age of 1 have any reaction at all, and when they do, it is mild. Over 20 clinical trials with more than 14,000 subjects have been conducted, showing that early introduction of common food allergens is not only safe, it can also reduce the development of food allergies by over 80%.
4. **Why do I need this product vs DIY?** Introducing allergens to baby on your own can be difficult and time-consuming, especially since frequent feeding is key. It can also be difficult to feed baby a variety of foods early on if your baby is not really ready for solids yet. That's why an early allergen introduction mix-in powder can make it easier to expose baby to a variety of common allergens over an extended period of time, mixed right into the bottle or solids.
5. **Who do I contact if I have questions?** You can reach Ready. Set. Food! Access For All customer service at 1-888-694-5648 and afa@readysetfood.com
6. **How do I know if my baby is having an allergic reaction?** A food allergic reaction can lead to symptoms like hives, swelling of lips/tongue, stomach upset, breathing problems, and other symptoms. In babies, hives and vomiting are the most common symptoms of a food allergic reaction. These symptoms usually occur within seconds to minutes and almost always within 2 hours. A food allergy should not be confused with a food intolerance, which is an adverse health effect caused by foods and usually involves the digestive system. Symptoms of different food intolerances can include: diarrhea, gas, bloating and/or stomach ache. If you are unsure whether your baby is having an allergic reaction, call your doctor.

Learn more about Ready. Set. Food!



Learn more about EAI

