



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.

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.



Early allergen introduction is important for all babies

Quick facts:

- **Early allergen introduction** is the process of introducing food allergens (like egg, milk, and peanut) to infants at a young age (as early as 4 months old), and maintaining that exposure frequently.
- **All babies have a 1 in 13** chance of developing a food allergy, regardless of family history.
- **Babies with eczema have a 1 in 3** chance of developing food allergies.
- The 2020 USDA Dietary Guidelines for Americans, NIH, AAP, AAAAI and others recommend introducing peanut and egg in the first year of life (after age 4 months)
- Ready. Set. Food! follows clinical trial design to introduce top allergens one at a time, starting at a low dose and building up, and continuing exposure for at least 6 months. For more information, visit readyssetfood.com/blogs/community

The science behind it

- 3 landmark clinical studies (LEAP, EAT and PETIT) found that early allergen introduction reduced allergies from developing by up to 80%.
- Ready. Set. Food! Stage 1 and Stage 2 Mix-In Supplements were formulated to support early allergen introduction according to the landmark trials referenced above.
- Since then, over 20 RCTs with almost 14,000 subjects all with similar results.

In order to be effective, patients should:

- Start early (as early as 4 months)
- Introduce top 3 allergens (milk, egg, and peanut) one at a time
- Start with a low dose, then gradually increase
- Maintain regular exposure for 6+ months
- Keep going. Use every packet in the box.

TAKE A CME COURSE ABOUT EARLY ALLERGEN INTRODUCTION

This CME course will provide you with the opportunity to stay up to date on the latest guidelines, approaches and science in early allergen introduction, taught by leading allergists in the field.



LEARN MORE ABOUT RSF! Access For All

