

New benefit in 2025: Early allergen prevention program from Ready. Set. Food!



Feeding common food allergens, like peanut, egg, and milk, to babies starting as early as 4 months of age may prevent food allergies. This process, called early allergen introduction, is important for all babies, regardless of family history of food allergies.

With your help, we'll be providing patients with a FREE 6-month supply of Ready. Set. Food! early allergen introduction daily Mix-In packets to make the allergen introduction process easy.

About the Ready. Set. Food! value added benefit program:

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

What patients 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, until they have used every packet in the box. Just tear, mix and feed.