



**spoonfulone™**

**Help Stop  
a Food Allergy  
Before It Starts**



## Landmark research shows food allergy protection is possible

So much has changed in the past few years. Research now shows that feeding a potential allergen “early and often” can help reduce the risk of a baby developing an allergy to that food. This is important because babies born today are at an increased risk of developing a food allergy compared to prior generations. The good news is that when it comes to a food like peanut, early and routine feeding can help reduce the risk of an allergy developing by 86%.<sup>1</sup>

Nine food groups are associated with over 90% of food allergies. But, feeding these foods consistently can be extremely challenging for parents.

## SpoonfulOne makes protection a reality

Only SpoonfulOne includes safe, precisely portioned amounts of the food groups responsible for over 90% of food allergies. Our products were designed to help your baby’s tummy grow up accustomed to food as food, not as an allergen.



[LEARN MORE](#)



## How it works



Safety is our  
#1 Priority



Scientifically  
Formulated  
to Protect



Recommended  
by 3,000+  
Pediatricians\*\*



Made with  
Certified Organic  
Ingredients

### WE MAKE IT EASY

SpoonfulOne makes it easy to maintain all of the most common food allergens in a baby's diet. In a leading study, 98% of babies who were fed foods like peanuts, sesame, eggs, fish and dairy by five months of age and who kept those foods in their diets regularly did not develop a food allergy.<sup>2</sup>

### WE CRAFT OUR PRODUCTS WITH CARE

From North America to New Zealand, we have scoured the earth to find the highest quality ingredients from the best and purest of sources. Our products are made with wholesome, real ingredients and contain no artificial colors, flavors, or preservatives.

### WE'VE DONE OUR RESEARCH

Proprietary research by one of the global leaders in pediatric food allergies showed that the diverse mix of ingredients in SpoonfulOne helped increase IgG4 (protective antibodies) in healthy babies when fed consistently over the course of one year.<sup>3</sup>

[LEARN MORE](#)

## How to start



Starting as early as 4 months, feed one serving of SpoonfulOne daily for at least one year to your baby.

### MIX-IN INSTRUCTIONS



1. Add 1 packet into  
breast milk, formula  
or baby's food.



2. SHAKE or STIR  
until blended.



3. Enjoy immediately.

## Introduce

### Mix-ins

**BABY**  
4+ months



## How to keep it going

SpoonfulOne products were designed to grow with your baby.  
The same spoonful of nine food groups is included in each of our  
child-friendly products making "early and often" feedings possible over time.

### Grow



**CRAWLER**  
6+ months

### Maintain



**TODDLER**  
12+ months

### Puffs



### Oat Crackers



# Here's to a lifetime of fearless eating!



## spoonfulone™



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SpoonfulOne.com | 1-844-81-SPOON

available at  
**amazon**

**WARNING: DO NOT GIVE TO YOUR CHILD IF YOUR CHILD HAS A FOOD ALLERGY OR IS ALLERGIC TO ANY INGREDIENT.**

1. Du Toit G, et al; LEAP Study Team. Randomized trial of peanut consumption in infants at risk for peanut allergy. *N Engl J Med.* 2015;372(9):803-813. 2. Perkin MR, et al; EAT Study Team. Randomized trial of introduction of allergenic foods in breast-fed infants. *N Engl J Med.* 2016;374(18):1733-1743. 3. Data on file. Before Brands, Inc. 2019. 4. Holl JL, et al. Introduction and maintenance of early adaptive training protein blends in support of infant nutritional goals: safety and acceptability. Poster presented at: EAACI Pediatric Allergy and Asthma Meeting; October 26-28, 2017; London, United Kingdom.

\*For most infants with severe eczema and/or egg allergy who are already eating solid foods, introducing foods containing ground peanuts between 4 and 10 months of age and continuing consumption may reduce the risk of developing peanut allergy by 5 years of age. FDA has determined, however, that the evidence supporting this claim is limited to one study. **If your infant has severe eczema and/or egg allergy, check with your infant's healthcare provider before feeding foods containing ground peanuts.**

\*\*In an independently administered nationwide survey of more than 300 U.S. pediatricians, 72% supported SpoonfulOne to reduce the risk of developing a food allergy and to consistently expose a child to a diversity of potential food allergens before the child becomes allergic.

References to expert guidelines, professional organizations or third-party researchers do not constitute or imply the endorsement by such parties of Before Brands' products.

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