



SpoonfulONE®

**The Most Complete
Way to Introduce
Food Allergens***



Landmark Research: Importance of "Early and Often"

So much has changed in the past few years. Research shows that food allergies are not just genetic. In fact, a food allergy can develop because of environmental factors like dry skin, overuse of antibiotics, not having pets in the home, and particularly the lack of diversity in our modern diet.¹

Global evidence supports "early and often" incorporation of potential allergens in a baby's diet to help babies grow up accustomed to foods.²

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

SpoonfulONE supports new USDA infant nutrition guidelines

SpoonfulONE makes early allergen introduction easy and includes safe, precisely portioned amounts of the food groups associated with over 90% of food allergies.* Our products were designed to help your baby's tummy grow up accustomed to food as food.



Learn more about
our science and
meet our experts



How it works



Safety is our
#1 Priority



Precisely
Formulated



Recommended
by 3,000+
Pediatricians*



Made with
Certified Organic
Ingredients

WE ARE THE MOST COMPLETE

The same spoonful of 16 foods associated with over 90% of food allergies is included in each of our products: peanuts, milk, shellfish (shrimp), tree nuts (almonds, cashews, hazelnuts, pecans, pistachios, and walnuts), egg, fish (cod and salmon), grains (oats and wheat), soy, and sesame.*

WE ARE BACKED BY RESEARCH

Developed by globally renowned pediatric allergist, Dr. Kari Nadeau, only SpoonfulONE is backed by multiple proprietary studies. We carefully developed SpoonfulONE to be safe, gentle, and precise enough to help your baby grow up accustomed to diverse foods.

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.

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.

Every serving of our Mix-in includes 16 food proteins and is not intended to dissolve. This is normal, continue shaking throughout feeding. For optimal flow, use a size 3 or larger nipple with your baby's bottle.

Introduce Mix-ins

BABY
4+ months



How to keep it going

SpoonfulONE products were designed to grow with your baby. SpoonfulONE's delicious Puffs and Oat Crackers make consistent diet diversity a long term-habit—infancy through early childhood.

Grow



CRAWLER
6+ months

Maintain



TODDLER
12+ months

Puffs



Oat Crackers



Here's to your baby's thriving tummy!



SpoonfulONE®



#ThrivingTummies

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Available At

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

1. Martin PE, et al. Which infants with eczema are at risk for food allergy? Results from a population-based cohort. *Clin Exp Allergy*. 2015;45(1):255-264. 2. Perkin M, et al; EAT Study Team. Randomized trial of introduction of allergenic foods in breast-fed infants. *N Engl J Med*. 2016 May 5;374(18):1733-1743.

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.**

* Learn more at SpoonfulONE.com/USDAGuidelines

† In an independently administered nationwide survey of more than 300 U.S. pediatricians, 72% recommend SpoonfulONE.

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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