

# The Secret to Preventing Food Allergies

## What are Food Allergies?

Food allergies occur when the body's immune system reacts to certain foods as if they were harmful, causing symptoms such as itching, rashes, hives, abdominal pain, nausea, vomiting, and even difficulty breathing.

**'We can never be complacent': Parents of children with allergies battle anxiety, low awareness**



Ms. Amanda Chan's son Corey (third from left) has severe allergies to egg, dairy and peanuts. (Photo: Amanda Chan)



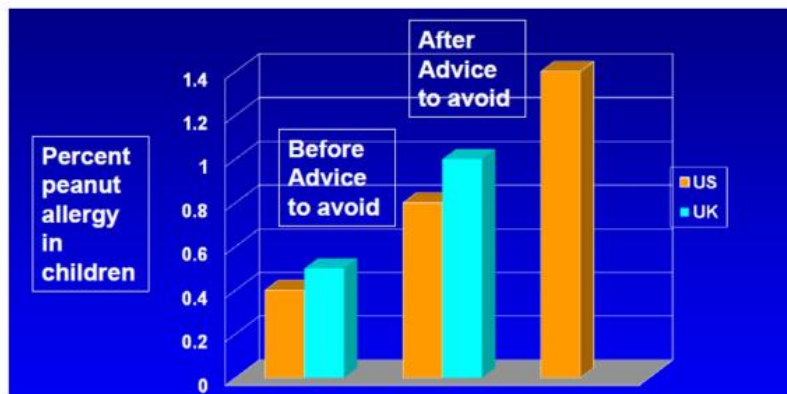
Megan Lee died from an allergic reaction. (Photo: Cambridge Press Manchester, Ltd)

**Girl, 15, died from allergic reaction after ordering food from 'health hazard' Indian takeaway**



**Studies have shown that avoidance of allergenic foods during infant feeding actually causes food allergies!**

## Does avoidance strategy work?



Du Toit et al JACI 2008, Fox et al JACI 2009, Grundy et al JACI 2002, Sicherer et al JACI 2003, 2010

Figure above shows that avoidance caused increased peanut allergies in US and UK

## How to prevent food allergy?

Studies have shown that introducing allergenic foods, such as peanuts, eggs, and fish, to babies as young as 4 to 6 months can help prevent the development of food allergies. The idea is that exposing babies to a variety of foods at an early age can help build up their immune systems and reduce their risk of developing allergies later.

## Food allergy prevention with multiple food allergens: EAT study

Early introduction of multiple food allergens reduced food allergy development in those who strictly followed the protocol



Perkin MR et al. N Engl J Med. 2016.

AE, adverse event; Ig, immunoglobulin.

## When to Introduce Allergenic Foods?

It is recommended to introduce allergenic foods after introducing other foods, such as fruits and vegetables, and once the baby is showing signs of being ready for solid foods. Some signs include the ability to sit up with support, having good head control, and showing an interest in food.

It is also important to wait until the baby is at least 4 to 6 months old, as introducing allergenic foods before this age can increase the risk of food allergies.

## How to Introduce Allergenic Foods?

When introducing allergenic foods, it is important to start with small amounts and watch for any reactions. If there is no reaction, you can gradually increase the amount of the food over time.

It is also recommended to introduce one allergenic food at a time, and to wait several days before introducing another allergenic food, to make it easier to identify any potential reactions.

*Is there an easier way? Read on for more information...*

## Navigating the Maze of Allergies and Early Nutrition

Parenting comes with its own set of challenges, and ensuring your child's diet will support their immune system can be daunting. We also understand the concerns you face as a busy parent or having a child as a picky eater.

*The NEW ENGLAND JOURNAL of MEDICINE*  
Randomized Trial of Introduction  
of Allergenic Foods in Breast-Fed Infants  
Enquiring About Tolerance (EAT Study) NEJM 2016

### Protocol:

- Consumption of at least five of the early-introduction foods, for at least 5 weeks
- Between 3 and 6 months of age
- At least 75% of the recommended dose (3 g per week of allergenic protein)

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Frustration with the constant food preparation needed!

Rates of adherence to the introduction protocol were low

Only 43%

Mothers need something convenient!

## Introducing SEMUA – Your Convenient Solution:

**SEMUA** offers an innovative approach to preventing food allergies and promoting food diversity. Our meticulously crafted food ingredient mixes are designed to simplify the process for busy parents and cater to picky eaters. With **SEMUA**, you're not just ensuring your child's well-being – you're making early nutrition a breeze.

### Convenience

**SEMUA** A Complete & Convenient Way to Prevent Food Allergy

Unique combination of 10 types of Food Allergens

10 ONE sachet providing 1000mg allergen-containing foods which are associated with 90% of food allergies

Milk	Egg	Fish	Sesame	Shellfish
Peanut	Soy	Gluten	Oat	Wheat

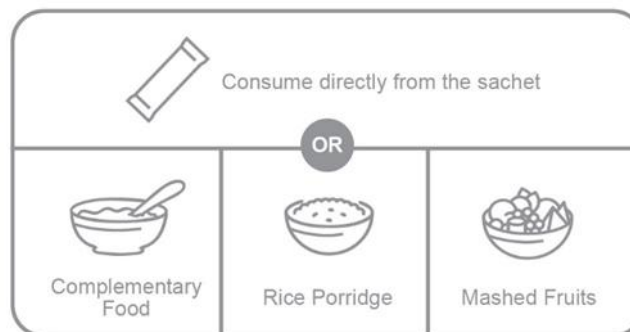
**How SEMUA works?**

Food allergies develop when our bodies' defense system mistakenly recognizes that the food component is harmful.

Early introduction of allergenic food:

- ✓ Train the child's immune system
- ✓ Immune cells start to develop food tolerance
- ✓ Reduce the risk of developing food allergies

Standardized  
High Dose  
Convenient  
Complete



First start by sprinkling a small amount of SEMUA onto the complementary food such as fruit puree, mashed potato, rice porridge. As your baby tolerates the food, you can gradually increase the amount until a whole sachet is consumed.

A general schedule is as follows:

Sprinkle small amount daily onto foods X 1 week

1/2 teaspoon amount daily onto foods X 1 week

1 teaspoon onto foods daily X 1 week

1 sachet daily

For those already consuming SEMUA and wish for a more direct approach:

## How to prepare SEMUA for direct consumption



Prepare your sachet and container

Pour sachet content into container

Use a teaspoon to measure a small amount of water

Put a small amount of water into the container

Stir and mix into a paste. Ready for consumption

You can also mix into currently prepared food like rice porridge, mashed fruits, mashed potato

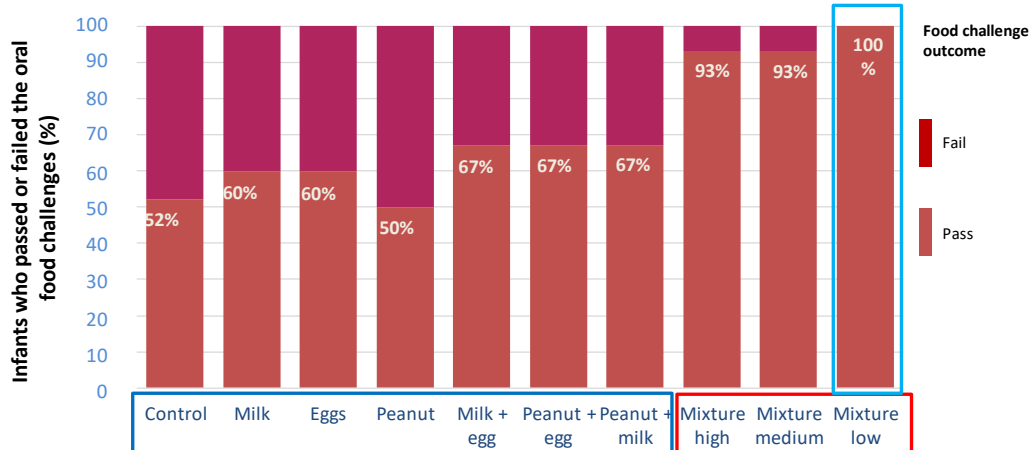
How effective is SEMUA?



## Food allergy prevention: Multiple food allergens

Early introduction of food allergens, especially mixtures of many food allergens, can prevent food allergies

SEMUA follows this



- Transition to table foods reported by parents to be easier compared to control
- Biomarkers show trends for immune protection and loss of allergic mechanisms

Use of **SEMUA** which contains proteins from major food sources, can prevent food allergy and allows for easier transition to normal table foods by parents.



Success rate: 70-90% prevention

(EAT, PETIT, LEAP)

Nothing replaces the care and love a parent has for their child. **SEMUA** simply helps you do what you do best.

**Unlock** the secret of a nutritious food supplement with a future free from food allergies for your little one! Discover the power of **SEMUA** today.

When you are ready to experience the **SEMUA** convenience:

**ORDER** your groundbreaking solution at **SEMUA WEBSITE** and make a lasting investment in your child's health.

You can also visit our website at [immunevital.com](http://immunevital.com)