

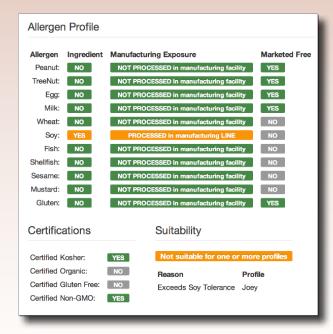
Providing *Inside* Information Regarding How 11 Allergens are Processed During the Manufacture of Each Product

Fact: FDA regulations do **not** require food manufacturers to disclose the possibility of contamination with common allergens. Warnings like "may contain traces of peanuts" and "manufactured on equipment that also processes milk" are entirely voluntary and there are **no** guidelines for when they should be used, how they should be worded, or where they should be displayed. Their absence does not mean the product is safe, even for well-known brands by major manufacturers.

We understand how frustrating the search for products can be when caring for people with food allergies. That's why we created Allergence™, a free service by SnackSafely.com™ that picks up where the label leaves off.

By leveraging our proprietary platform and the relationships we developed with over 40 responsible manufacturers, Allergence provides you with detailed, easy to understand information regarding how 11 of the most common allergens are processed during the manufacture of each product.

The service provides coverage of the FDA's "Top 8" allergens – peanuts, tree nuts, eggs, milk, wheat, soy, fish and shellfish – as well as gluten, sesame and mustard. Allergence will show you when each allergen is used as an ingredient, how it's processed, and whether



the manufacturer explicitly markets the product as "Free-From" that allergen.

Allergence will also inform you whether the product bears kosher, organic, gluten free an non-GMO certifications from industry recognized authorities.

You can even set up profiles for each allergic individual you care for and Allergence will advise you when a particular product meets (or doesn't meet) your requirements.

For more information or to register for your free account, visit us at: