

MISSION MightyMe

Proactive Peanut Puffs



Puffs with Purpose

A deliciously simple way to include
peanuts in your little one's diet.

A Revolution in Food Allergy Prevention



New health guidelines recommended avoiding nuts and other allergenic foods in infancy. Since then, nut allergies have tripled and food allergies have increased by 50% in U.S. children.



A study by our co-founder Dr. Gideon Lack, found that children in the UK had 10 times the rate of peanut allergy compared with children in Israel. The difference? Most Israeli babies ate peanut puffs as a first food, whereas babies in the UK (like the US) were instructed to avoid peanuts.



Dr. Lack's LEAP (Learning Early About Peanut Allergy) Study found that regularly feeding peanut-containing foods to babies, starting as early as 4-11 months until age 5, reduced the rate of peanut allergies by more than 80%!



The LEAP Study changed infant feeding guidelines around the globe. The NIH and the American Academy of Pediatrics now recommend introducing peanut foods to most infants in the first year of life to help prevent peanut allergies. Check out the new guidelines at missionmightyme.com/learningcenter.com



Dr. Lack and passionate parents launched Mission MightyMe to make it easy to follow the new guidelines. Together, we're on a mission to help end the food allergy epidemic!

"For a study to show a benefit of this magnitude in the prevention of peanut allergy is without precedent. The results have the potential to transform how we approach food allergy prevention.....We're talking about saving thousands and thousands of kids from peanut allergies."

ANTHONY S. FAUCI, M.D. | NIAID Director on the LEAP Study results



Tip: With more than 7g of peanut protein per pouch, just one pouch per week meets the level consumed by babies in the LEAP study and recommended by the AAP.

A Little Puff on a Mighty Mission

- ★ Natural, Organic, Non-GMO ingredients
- ★ No added sugar
- ★ Dissolves quickly for babies, delicious for big kids
- ★ Pediatric allergist-developed
- ♥ Giving back by supporting food allergy research & awareness
- ★ Stay tuned for new products containing more diverse foods!



NO ADDED
SUGAR

GLUTEN
FREE

QUICK
DISSOLVE



These products contain peanuts and/or tree nuts and should not be consumed by anyone with a known or suspected peanut or tree nut allergy.



COMING
SOON!



Made with Love, Backed by Science

We are passionate parents of kids with food allergies and one of the world's leading pediatric allergists, Dr. Gideon Lack. Dr. Lack's groundbreaking research (The LEAP Study) found that most peanut allergies could be prevented by regularly including peanut protein in babies' diets, starting as early as 4-11 months. Based on this research, the American Academy of Pediatrics now recommends peanut introduction in infancy to help prevent peanut allergies.

Our oldest child is allergic to most nuts. When our third child was born, the LEAP Study gave us hope that we might be able to prevent another food allergy in our family. But that was easier said than done, because nuts and nut butters are a choking hazard for babies and the entire baby food industry is allergen-free. So we partnered with Dr. Lack to make it deliciously easy to follow the new guidelines. Together, we're on a mission to help end the food allergy epidemic so all kids can reach their mighty potential!



Catherine & JJ Jaxon
Co-Founders

Thank you for joining our mission!

Catherine + JJ

Co-Founders & Proud Parents



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www.missionmightyme.com



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QHC: 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.**