

GrowHappy®

A photograph of a pregnant woman with short brown hair, wearing a light grey t-shirt and a patterned skirt, standing in a field of tall grass. A young child with blonde hair, wearing a blue t-shirt and grey shorts, is standing next to her, holding her belly. The background shows a green field and a blue sky with some clouds.

The GrowHappy
Pregnancy Guide

THE GROWHAPPY PREGNANCY GUIDE

Since the late 1980s, food allergies in children in the US have consistently risen and nut allergies have doubled! On average, two kids in every classroom have a food allergy and up to 1 in 3 suffer from eczema as a child (which is a significant risk factor for developing food allergies). But there is hope!

At GrowHappy we are all about getting proactive with allergens and eczema. Founder Stephanie Wibom is a mom of three who has spent the last 10 years finding food freedom for her own family after one of her daughters acquired food allergies. Her journey from food fear to food freedom with top allergists inspired her to make GrowHappy for your family so you can find food freedom too. To do this, she teamed up with the world's top allergy, nutrition and gut health experts to create GrowHappy for you - a place where parents can feel supported, informed and encouraged as they make important decisions to set their baby up for success in the first 1,000 days of life, starting from the womb.



“What you do while your baby is in the womb is critical! After 20 years of we have shown that focusing on what mom eats while baby is in the womb AND also feeding her baby a diverse diet including allergens Early & Often™ - doing these things together - is the best recipe for food freedom. Those things together make more of an impact than either alone.”



Professor Carina Venter

- GrowHappy ImmunoNutrition Team Member
- Children's Hospital Colorado - Professor in Pediatric Allergy
- Author of the European, American and Canadian allergy prevention guidelines
- Chair, Immunomodulation and Nutrition - European Academy of Asthma Allergy and Clinical Immunology

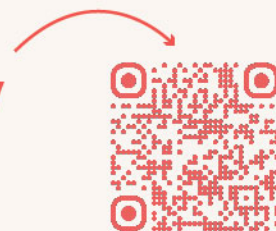
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GROWHAPPY'S TOP TIPS DURING THE FIRST 1,000 DAYS OF LIFE STARTING IN THE WOMB:

★ Both mom and baby's diet matter

Focusing on **both** maternal nutrition during pregnancy and increasing your infant's diet diversity (including allergens fed Early & Often™ from 4 months) is the best way to set your baby up for a life of food freedom. Doing those things together make more of an impact than either of them alone. Throughout this guide, we share tips on how to do both! We also have even more tips on the Learn section of letsgrowhappy.com and in our educational emails, so sign up to join the GrowHappy family.

Sign up to receive more tips from our allergy and gut health experts



★ Your diet in pregnancy can change your baby's gut microbiome

Our GrowHappy ImmunoNutrition Team member Dr. Carina Venter has shown in her studies that maternal nutrition plays a critical role in early-life microbiome development and that we may be able to set a baby up for a life of food freedom from the womb. Pregnant women in the study who maintained a maternal diet higher in vegetables and yogurt and reduced intake of red meat, low fiber foods and sugary foods changed their infant's gut microbiome for the better. These infants had an increase in a key beneficial gut bacteria called Bifidobacterium at one month of age. An infant's gut microbiome is essential in determining chances of food freedom, so this was a huge discovery!

Sometimes, giving birth vaginally or breastfeeding doesn't go as planned—and that's okay. The good news is that what you eat during pregnancy can still positively shape your baby's gut health. Our research found that a healthy maternal diet—especially one rich in vegetables and yogurt – can help your baby develop a gut microbiome similar to that of babies who were born vaginally or breastfed, characterized with more of the “good” bacteria like Bifidobacterium to support your baby's immune and digestive health.

★ No need to avoid allergens during pregnancy - in fact, we encourage you to enjoy them!

All international food allergy guidelines state that there is no need to avoid food allergens during pregnancy or breastfeeding. In fact, eating common allergens during pregnancy can lead to the mother producing allergy-protective IgG antibodies, which can cross the placenta and help shape the baby's immune system. Research suggests this may lower the baby's risk of developing food allergies. Also, diet diversity (both during pregnancy and infancy) is fundamental to a healthy gut microbiome and most allergens are rich in protein and fiber = amazing for gut health! As long as you are not allergic, enjoy! Even though they were originally made for your baby to eat from 4 months old throughout childhood, feel free to enjoy our GrowHappy ImmunoButters yourself during pregnancy to boost your diet diversity! Taking care of yourself is actually taking care of your baby. You can find them at letsgrowhappy.com.

★ Eat the Rainbow and a diverse range of healthy foods – Especially Vegetables, Yogurt and Other Fermented Foods

Eating a variety of healthy foods, especially unsweetened yogurt full of microbes (at least 4x per week or more) and vegetables (at least 3-5 portions per day), has been shown to greatly improve your child's chance of food freedom. Pregnant women who suffer from nausea often do not like cooked vegetables. Eating raw vegetables and salads are fine too (just wash them well). Too tired to eat? Put all your veggies in a blender for a delicious smoothie.

If you don't like yogurt or want to swap in other things occasionally, you could try other fermented foods:

Vegetable-Based Fermented Foods

- Sauerkraut – fermented cabbage
- Kimchi – Korean spicy fermented vegetables (typically cabbage, radish)
- Pickles – only naturally fermented ones (not vinegar-pickled)
- Fermented carrots, beets, garlic, or onions – via lacto-fermentation

Grain-Based Fermented Foods

- Sourdough bread – leavened with wild yeast and lactobacilli
- Idli and dosa – Indian fermented rice and lentil batter
- Injera – Ethiopian fermented teff flatbread
- Ogi – fermented corn porridge

Soy-Based Fermented Foods

- Tempeh – fermented soybeans bound by *Rhizopus* mold
- Miso – fermented soybean paste (often with rice/barley)
- Soy sauce – brewed with soybeans and wheat
- Natto – sticky fermented soybeans with *Bacillus subtilis*

Beverages

- Kombucha – sweetened tea fermented with SCOBY
- Kvass – fermented rye bread drink (Eastern European)
- Water kefir – sugar-water fermented with kefir grains



“I recommend early and sustained allergen introduction for all babies.”

Professor David Fleischer

GrowHappy ImmunoNutrition Team Member
Children's Hospital Colorado – Director, Allergy & Immunology Center

★ Cut the fruit juice

Even though fruit juice counts as a portion of fruit, it may be more important to actually eat the fruit than drink the fruit juice when it comes to food freedom. The fiber content of fruit is so much higher than fruit juice. You can always add a few frozen fruits to your smoothie.

★ Cut fried foods

Fried foods are high in fat and often contain advanced glycation end products that have been associated with increased risk of food allergies.

★ Increase intake of high fiber foods and reduce intake of low fiber rice/grains

High fiber foods can improve both the mother's and infant's gut microbiome. Examples of high fiber grains are: whole grain rice, pasta, bread, oatmeal, quinoa, barley and rye.

★ Reduce intake of red meat

Eating more plant-based proteins, fish and poultry provide important nutrients to the infant's developing immune system. Red meat is however a good source of iron, so feel free to include these 1 - 2 times per week in your diet.

★ Reduce intake of sugar, especially sugary cereals

Sugary foods replace other more important foods in the diet – the developing fetus depends on the nutrients you eat so do your best to say no (we know it's hard!)



★ Take care of your child's eczema if it happens

Up to 1 in 3 children develop eczema. Many experts believe that food allergies start when a child is exposed through broken skin commonly seen with eczema. The allergen enters the body the wrong way via the skin and the immune system learns to fight that allergen like an enemy. This goes back to when our skin needed to protect us from real enemies like bacteria, for example, when we bathed in dirty rivers. The immune system learns to go into overdrive unnecessarily whenever it sees that allergen. That's why our goal is to get those allergens down the GI tract as soon as the baby can eat solids to teach the body that this is just food! No need to go into overdrive!

Eczema is part of the same family as food allergies and asthma. 75% of food-allergic children have eczema prior to developing food allergy. That's why if your child has eczema, he or she has a higher chance of developing food allergies, but don't let this stop you from getting proactive Early & Often™. Instead, let it motivate you to get in there and take control. Talk to a pediatric allergist about how to introduce allergens safely with eczema and teach the immune system that food is safe by feeding allergens Early & Often™.

See a pediatric allergist for diagnosis, treatment, and advice on how to control your eczema too.

★ Feed Allergens Early & Often™ from 4 months old throughout the early years while your child's immune system is developing

The GrowHappy ImmunoNutrition Team has created a range of allergen snacks for you to feed your baby when it's ready to eat solids as early as 4 months old. Sign up now at letsgrowhappy.com with your email and baby's due date and we will remind you when it's time to get started! You don't want to miss the critical window you have to teach their immune systems! Also, check out our Ultimate Feeding Allergen Guide on letsgrowhappy.com - your go-to on how to feed allergens to your child, written by the best allergists in the world.



“The LEAP parents who fed 2g of peanut protein consistently from 4-11m of age to their baby who had an egg allergy and/or eczema reduced their risk of developing a peanut allergy by 80%! The EAT-On studies also demonstrated eating allergens Early & Often™ had protective effects.”

Professor Georg du Toit

GrowHappy ImmunoNutrition Team Member
Author of the LEAP Studies and EAT-On Studies
Director at Allergy Centre of Excellence in London

WHY IS GROWHAPPY THE BEST WAY TO FEED ALLERGENS?

Most of these five allergens can be found in everyday foods, but many parents appreciate extra support and welcome a pre-measured quantity of curated allergens as part of a program that helps them stay on track feeding allergens while also providing some fruits and vegetables in an easy, nourishing snack that is a great alternative to a lot of the empty value snacks out there for babies and children. Unlike much of the baby food aisle—where allergens are nearly absent—GrowHappy helps bring allergens back into children's diets while providing a nourishing, convenient snack. Many of these allergens are positive additions to the diet and, together, add to diet diversity = great for gut health. Every detail is thoughtfully crafted - from the nut and seed butter format to how much you can taste the allergens to which allergens we are focused on. And these recipes were not approved until our own children begged for more, so we're confident yours will love them too!

The GrowHappy difference:

- ★ Co-founded by a team of world-leading allergy experts
- ★ Consistent 2g LEAP doses across 5 major allergens. The dose matter!
- ★ 5 allergens addressed early to maximize critical window
- ★ All allergens split out for ease, peace of mind, and flexibility
- ★ Teaches taste of allergens so baby learns to like it
- ★ **REAL FOOD** approach — not ultra-processed. We serve the whole nut and seed with all of its goodness. We don't use nut and seed powders as they are less effective.

Your child's food freedom journey starts here at GrowHappy.
Subscribe to the monthly Allergen ImmunoButter™ Variety Box!



These products contain common food allergens (Peanut, Egg, Cashew, Walnut, Sesame). They should not be consumed by anyone with a known or suspected allergy to these foods or any other ingredients included. 14

MEET OUR IMMUNONUTRITION TEAM



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Eat Allergens Early & Often™ with GrowHappy!
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friends and sharing our website letsgrowhappy.com and
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Remember, 20% off when you subscribe!