

Dear Medical Provider,

Re: Peanut Allergy Prevention

As you know, coincident with avoidance of peanut food during infancy, the prevalence of peanut allergy in the U.S. has been rising for years. Now, approximately 2% of children have peanut allergy and reaction to peanut is one of the leading causes of life-threatening anaphylactic reaction. In February 2015, the landmark LEAP study (NEJM 2015 372:803-813) provided us with an unprecedented opportunity: "...the LEAP study makes it clear that we can do something now to reverse the increasing prevalence of peanut allergy." (NEJM 2015; 372:875-877).

We now have an AAP consensus recommendation: "... evidence from the LEAP trial shows that clinicians should recommend the introduction of peanut-containing foods into the diets of "high-risk" infants aged between 4 and 11 months in countries with prevalent peanut allergy." (For the complete statement see **AAP Endorses Early Peanut Introduction for High-Risk Infants**. *Medscape*. Aug 26, 2015.)

Questions remain about how to approach infants not at high risk and guidelines regarding these infants have not been established. Despite this, it is known that:

- withholding peanut foods from infants is not protective
- in countries where infants regularly eat peanut foods the prevalence of peanut allergy is very low
- very few low risk infants will react to peanut

Here's what the experts are saying:

"There appears to be a narrow window of opportunity to prevent peanut allergy Infants without such symptoms [low-risk infants] should be fed peanut products from four months of life." (Dr. Gerald Lack, LEAP investigator, American Academy of Allergy, Asthma, and Immunology news release 2/20-24/15.)

"My clinical approach has long favored early peanut introduction For low-risk infants, I encourage home-based introduction of peanut (not as whole nuts). Most families prefer early introduction, I suspect this will now become an easier discussion for clinicians." (Dr. George Du Toit, LEAP investigator, NEJM online forum.)

If you could provide your patients an Immunization to prevent peanut allergy, you would without hesitation. How about a high quality, nutritious, great-tasting snack food instead?

For more information, please visit us at www.cheekymonkeyorganic.com

Thanks for your time,
Tzippi Witz
Founder, Cheeky Monkey Peanut Butter Puffs