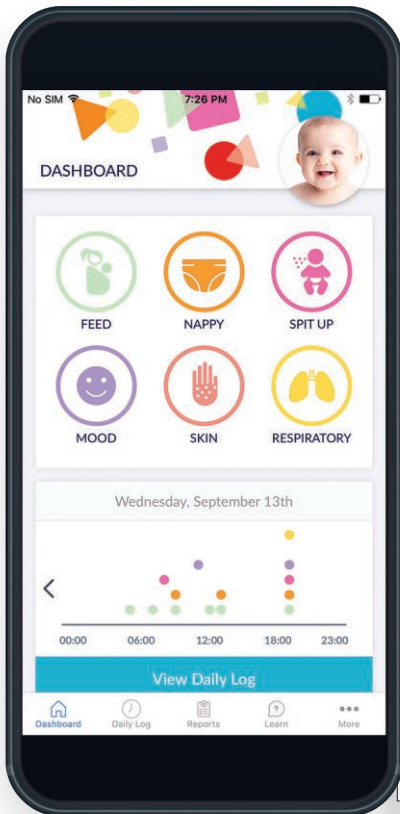


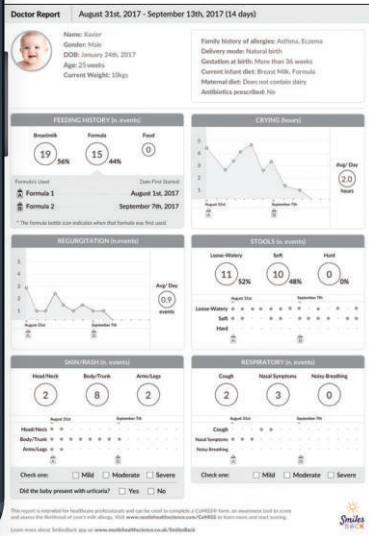
Introducing

Smiles BACK



THE PARENT/CAREGIVER APP TO TRACK SYMPTOMS AND FEEDS - COMPATIBLE WITH IOS AND ANDROID

A new, free app designed to help parents and caregivers support their HCP to shorten the journey to cows' milk allergy (CMA) diagnosis and help put SmilesBack where they belong.



THE SIMPLE ONE-PAGE SUMMARY REPORT CREATED BY THE SMILESBACK APP FOR HCPs

Developed and tested in the UK by Nestlé Health Science in collaboration with parents and leading allergy experts.



Diagnosis and management of CMA can be stressful and time consuming for both healthcare professionals (HCP) and families. SmilesBack helps families to support their HCP and shorten the journey to appropriate diagnosis and management, by:



SUPPORTING CLINICAL ASSESSMENT

Parents and caregivers can easily record their baby's symptoms, feeds and relevant health data, which are then summarised by the app in a one-page, expert-designed report. This report helps the HCP to complete a quick and accurate allergy-focused clinical history and CoMiSS™ form to help assess the likelihood of CMA.



ASSESSING DIETARY INTERVENTIONS

HCPs can monitor symptom evolution following a cows' milk free elimination diet to help confirm a CMA diagnosis.



SIMPLE DATA SHARING

Parents and caregivers can share the report with the HCP by printing it or sharing it via email before or during appointments.



RAISING AWARENESS OF SIGNS AND SYMPTOMS

Parents and caregivers can learn about the signs and symptoms linked to CMA, and the path to diagnosis and management.

To discover more about how SmilesBack can help, see sample reports and to download the app, visit:
www.nestlehealthscience.co.uk/smilesback



SmilesBack is not a diagnostic tool. Always consult a healthcare professional if you have any concerns about your baby's health. CoMiSS™ (www.nestlehealthscience.co.uk/comiss) is an awareness tool to help assess the likelihood of CMA for healthcare professionals only. Breastfeeding is best for babies.



Nestlé HealthScience