

"Providing Parental Peace of Mind... Making Caregivers Aware"

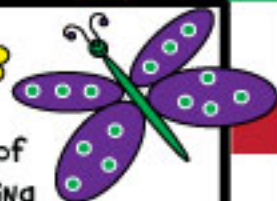


Needed & New





Hello- I am Rebecca Nelson a Mother of three. Two of my children have severe food allergies. ALERT Clothing Company was founded in 2005 to ensure that caregivers had a reminder of my children's food allergies when I could not be present.



You cannot depend on a two, three, or four year old to relay their food allergy message to all. So, I designed a "special" shirt for my child to wear to pre-school. That afternoon I could not get out of the pre-school door! I had no idea how many parents face the same challenges, as I do, in protecting their children with food allergies. In a busy classroom the teachers, volunteers and caregivers were thankful as well, because food is a daily issue.

ALERT Clothing Company is designed with the child in mind. Bright, cheerful, colorful graphics and the message of food allergies included on each shirt, the company logo is also on the back of the shirt for easy identification in a busy classroom. We carry T-shirts, long sleeve T's, sweatshirts, and coordinating tote bags. Each design is child friendly from the fish, butterflies, ladybugs, and fairies to the dinosaurs and cowboys. One is sure to put a smile on a little one's face! My goal is to help caregivers with the identification of food allergies, and have the child feel special too!

My Best,
Rebecca Nelson



The following represent statistics about Food Allergies according to FAAN:

- ★ The incidence of food allergy is highest in children- one in 17 under the age of 3, which today is estimated to be 3 million children. Given that children this young cannot effectively communicate these allergies to caregivers makes this statistic quite concerning.
- ★ Peanut Allergies doubled in children over a 5 year period (1997- 2002).
- ★ Eight foods account for 90% of all food- allergic reactions in the U.S.. These foods include: milk, eggs, peanuts, tree nuts (walnuts, cashews, pecans, etc.), fish, shellfish, soy and wheat.
- ★ Even trace amounts of these foods can cause an allergic reaction.
- ★ At this point there is no cure for food allergies.



ALERT Clothing Company supports (FAAN)- THE FOOD ALLERGY & ANAPHYLAXIS NETWORK.





Designs

* Please note- The Logo is on the back of every shirt and tote bag for easy identification.

* All designs are property of ALERT Clothing Company and may not be duplicated. All designs are ©.

Food Allergy Alert



Please No food sharing with this star.

style#- 100 Star

Food Allergy Alert



No nuts for Me- thank you!!!

style#-150 Elephant

Food Allergy Alert



No food sharing- to keep me smooth sailing!

style#- 200 Boat

Food Allergy Alert



No food sharing without asking My Parents.

style#- 250 Dinosaur

Food Allergy Alert



Please No food sharing- to the Moon and back!!!

style#- 300 Space

Food Allergy Alert



NO food sharing- is the deal!

style#- 350 Cow Dealer

Food Allergy Alert



No food sharing at school- thank you!

style#-400 Fish

Food Allergy Alert



Please No food sharing- thank you!

style#- 450 Ladybug

Food Allergy Alert



Please No food sharing with Me- thank you!

style#- 500 Butterfly

Food Allergy Alert



No food sharing with this All-Star!!!

style#- 550 Sports All-Star

Food Allergy Alert



Absolutely No food sharing with Me- thank you!

style#- 600 Fairy

Food Allergy Alert



Please No food sharing with Me-Partner!!!

style#- 650 Cowboy

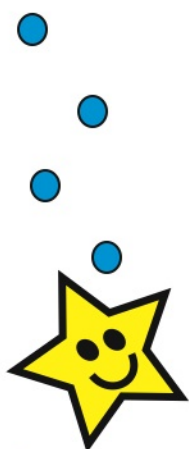


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Food ALLERGIES are highest in children—one in 17 under the age of 3.
The estimate is about 3 MILLION children.
Given that they cannot effectively COMMUNICATE these ALLERGIES
to ALL makes this statistic quite CONCERNING.



"A Parent cannot be PRESENT constantly and a two, three or four year old
cannot be depended UPON to RELAY their food ALLERGY message.
My goal is to KEEP these children safe."

Rebecca Nelson