



The Enjoy Life® promise...

- **Allergy friendly:** free of the 8 most common allergens (NO wheat, dairy, peanuts, tree nuts, egg, soy, fish or shellfish)
- **Certified gluten-free** by the Gluten Free Certification Organization (GFCO)
- Made in a **dedicated nut- and gluten-free bakery**
- **No artificial anything!**
- **Delicious** cookies, snack bars, granolas, cereals, trail mixes, chocolate chips and chocolate bars
- **Great for the whole family!**

Enjoy Life® appeals to a broad range of people!



- People with **food allergies**
 - ✓ 12 million Americans (4%) have food allergies and 3.3 million are allergic to peanuts or tree nuts¹
 - ✓ Eight foods account for 90% of all food allergic reactions in the U.S. -- **Enjoy Life products are free of all 8!**
 - ✓ About 5.9 million (8%) of all children in the U.S. have a food allergy²
- People with **food intolerances**
 - ✓ 30 million Americans (10%) have at least one food intolerance³
- People with **celiac disease**
 - ✓ One in 100 Americans have celiac disease (3 million)⁴
- People with **autism**
 - ✓ One in 150 children in U.S. has an autism spectrum disorder, which is higher than previously thought
 - ✓ Fastest growing developmental disability with 10%-17% annual growth⁵



@ELFCeo



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¹Food Allergy and Anaphylaxis Network (FAAN)

²Food Allergy Initiative (FAI)

³National Institutes of Health

⁴Dr. Peter Green, Celiac Disease Center at Columbia University

⁵Autism Society of America