



**A veggie a day keeps  
the picky eaters away!**



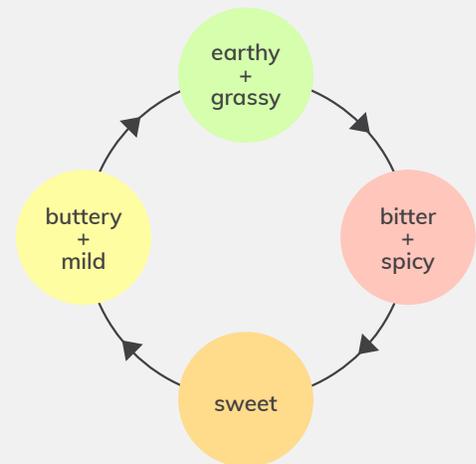
Created with love and backed by years of research, FlavorBaby is an approach to raising children that utilizes the natural process of Early Flavor Learning (EFL). EFL starts during the 2nd trimester of life, extends through milk feeding and weaning and is complete around 18-20 months of age (about 700 days). The FlavorBaby app provides parents with a simple way to practice EFL and make the most of this important time.

**FlavorBaby is based on the core principle of Early Flavor Learning success: variety in rotation.**

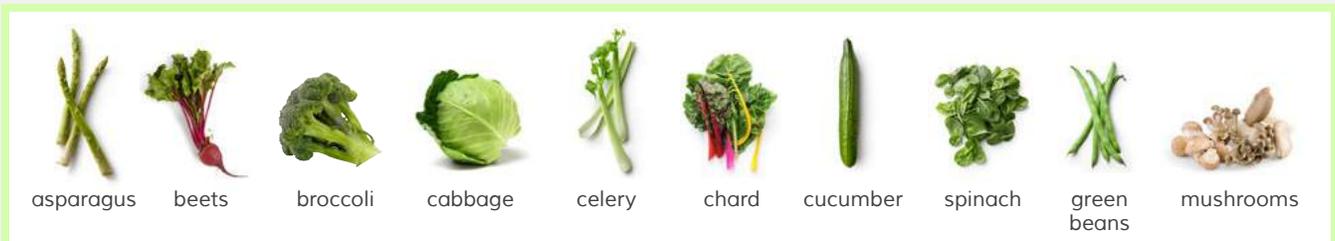
### **Vegetable Flavor Families**

The app divides vegetables into 4 major flavor families and then provides moms with a “Flavor of the Day,” giving her the flexibility to choose the vegetable she prefers for that day from within that flavor family.

- sweet
- buttery + mild
- earthy + grassy
- bitter + spicy



### **grassy + earthy**



## Life Stages

FlavorBaby is organized by life stage and provides daily flavor suggestions and information that matches baby's needs during each important phase of EFL.

- pregnancy (2nd and 3rd trimester)
- breastfeeding (in combination or exclusive)
- formula feeding (exclusively)
- veggie primer (weaning, usually 4 to 5 months old)
- early eater (usually 6 to 9 months)
- toddler (10 to 18 months)



Science has confirmed that children can learn to like and prefer the flavors of vegetables at a very early age – especially before the age of two. FlavorBaby is designed to guide mom through the process, making Early Flavor Learning easy and fun.

**FlavorBaby**

[flavorbabyapp.com](http://flavorbabyapp.com)

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