



Our mission: create a world where all children are healthy, adventurous eaters.

Designed by a mommy and daddy team, FlavorBaby is the first and only app designed to help parents raise children who will prefer the flavors of a healthy diet – especially vegetables – for life. Mac is a digital marketing expert with a focus on food, health and wellness. His wife, Jeanne, is a registered dietitian with a Masters in Nutrition Science from Columbia. Their two kids, are healthy, active, “label readers” and discussions about nutrition are a regular occurrence at the dinner table.

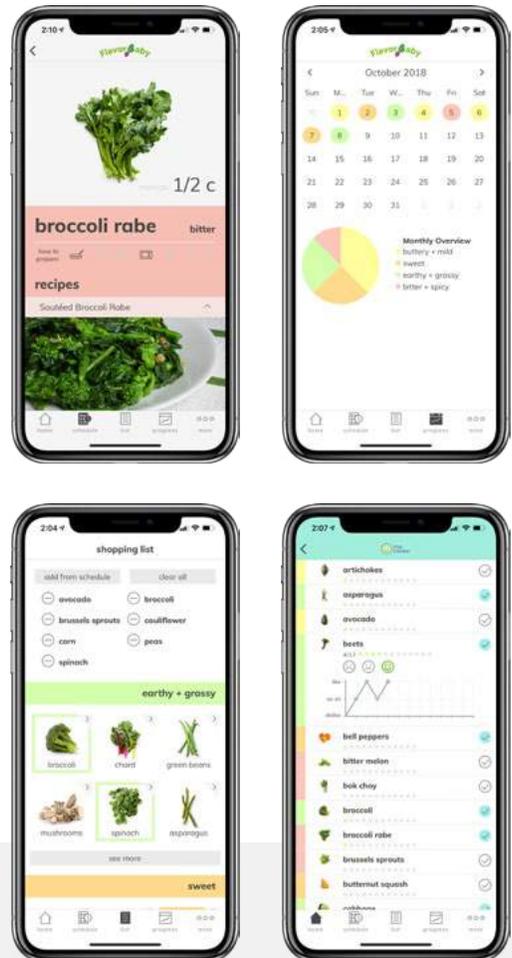
In 2014 Mac read an article on Early Flavor Learning (EFL): a baby’s ability (starting during pregnancy and continuing through two years of age) to experience, and learn to prefer, the flavors of the mother’s diet. He became fixated on its potential. Further reading on the subject led him to uncovering hundreds of studies. Their results all pointed to EFL as having a significant impact on a child’s future health and eating behavior, but their findings had never been effectively used to help moms raise healthy kids. Astonishingly, if you scan the contents of child nutrition or pregnancy books in your bookstore you’ll find virtually no reference to Early Flavor Learning. If you Google the subject, you come up with a wealth of clinical trials and a handful of articles.

Together Mac and Jeanne continued to focus on the idea of EFL, paying close attention to the ways in which EFL had been used most effectively in research to promote healthy eating in children. In 2016, a first draft of the FlavorBaby methodology was created and shared with some of the most prominent researchers in the field. The reaction was overwhelmingly positive and together they collaborated, adjusted and refined. Testing their methodology further, Mac and Jeanne consulted moms, pediatricians, registered dietitians, lactation consultants and chefs. Moms were their best barometer, biggest advocate, and toughest critic. Nearly every mom interviewed said that raising a healthy, adventurous eater was important to them and with their help the final design and function of the app was refined to meet their needs and desires.



Today, we're proud to introduce FlavorBaby to the world, an app that makes it easy for moms to get their babies to like and prefer healthy flavors. The app is simple, customizable, and visually-based (like Instagram). It suggests a "Flavor of the Day" and allows moms to choose the vegetables they like from select flavor categories. There's also a shopping list feature, recipes, how-to-prepare notes, a daily and monthly overview of progress, and a Trial Tracker feature to help moms keep track of baby's first experiences with real food.

FlavorBaby is the culmination of a decade of clinical research, four years of inquisitive obsession, eight months of app creation, and a bevy of expert advice and experience. A true collaboration of friends, family, clinicians and researchers dedicated to nutrition and healthy kids. We couldn't be more grateful for all the help we've received in our quest to create a simple way for parents to shape their children's palates for a lifetime of healthy eating. Now eat up!



About Mac and Jeanne:

Jeanne McLaurin MS, MEd, RDN

Jeanne is a nutrition consultant and guest lecturer with a focus on family nutrition and child wellness. Jeanne holds two Masters Degrees in Nutrition from Columbia University, an MS in Applied Physiology and Nutrition and an MEd in community nutrition education. She previously held the position of endocrine dietitian at New York Presbyterian Weill Cornell Medical Center and has earned certification as a health and fitness instructor from the American College of Sports Medicine (ACSM).

Mac McLaurin

Mac is a digital communications expert with an emphasis on food, health and wellness. He began his marketing career creating campaigns for nonprofits such as the Foundation for Organ & Tissue Donation, Northshore Hospital, and the CJ Foundation for SIDS. His award-winning work continued, expanding to global Fortune 500 brands, like Toshiba, Standard & Poor's and AT&T, but his passionate efforts on behalf of charities and local doctors never stopped, eventually leading him to open his own digital marketing firm, Fifteen Degrees. In 2014 Mac became fascinated with the science of Early Flavor Learning and its ability to shape the health and future eating habits of children. Today he is the creator of FlavorBaby and, together with his wife Jeanne, is dedicated to the mission of creating a world where all children are healthy, adventurous eaters.

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