
media kit




allergy amulet

contents

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you're looking for

if you can't find it here or wish
to request an interview contact:
Jen Glime 🌿 jen@allergyamulet.com



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who we are

food allergy innovators



headquarters
madison, wi



employees
1-10



founded
2016



CEO
abi barnes



product
consumer food allergen
sensors

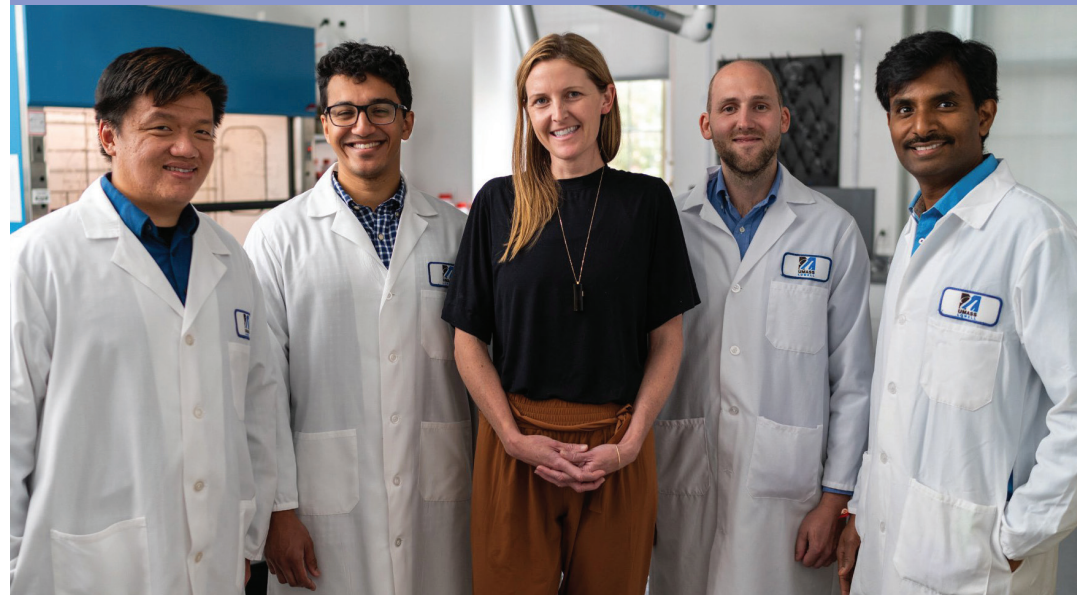
webelieve

food should be a source of fuel, not fear

that's why we developed the world's smallest
& fastest consumer food allergen sensor

weare

scientists, lawyers, moms, dads, advocates,
food allergy sufferers, educators, developers,
entrepreneurs, the person seated next to you
at the restaurant



advocacy

mission+values



ourmission

inform discussions that drive food allergy innovation + breakthroughs

give voice to the food allergy community through advocacy, awareness and action

provide context to the significance of food allergies in our populations

develop solutions to improve quality of life for food allergic individuals and their loved ones

corevalues

Our community lies at the heart of our core values. We do all things with our friends and families top-of-mind and go where the data leads.

integrity
innovation customer-focused
accuracy user-friendly
affordability data-driven
ethical compassionate

bios+contact

get to know our team

“

32 Million Americans navigate the challenges of living with food allergies everyday. Through my own first-hand experience, this diagnosis effects not just my daily decisions, but the choices of those closest to me as well.

I started Allergy Amulet as a way to discretely add a level of reassurance to the complexities of dining out safely. The importance of this work is tremendous. We believe it is our duty to educate, advocate, and bring an element of normalcy to the lives of millions in our community.



abi barnes

co-founder + CEO

preferred method of contact: email
abi@allergyamulet.com

Education: Yale University
Vermont Law School

Co-inventor of (1) issued patent

Recipient of Business Insider's 2019 Top 100
Coolest People in Food & Drink

Work published in Forbes, The Atlantic,
The Economist

bios+contact

get to know our team

“

Working with the team at Allergy Amulet means helping a lot of people. Saving a lot of lives. Improving the wellness not just for those diagnosed with food allergies, but also the hundreds of millions who suffer from food sensitivities like gluten and lactose.

Allergy Amulet revolutionizes consumer control and mitigation of accidental exposure to allergens.



dr. joseph belbruno

co-founder + scientific advisor

preferred method of contact:

email - drjoe@allergyamulet.com

Professor emeritus at Dartmouth College

President, New Hampshire Nanotechnologies

CTO, FreshAir Sensor

Over two decades of experience developing sensor technologies; his credits include over 20 patents

Dr. Joe is allergic to tree nuts

bios+contact

get to know our team

“

When my daughter's food allergy was first diagnosed, the significant challenges of navigating a simple grocery store aisle quickly became apparent.

Allergy Amulet is a first of its kind, highly-sensitive allergen detector, designed to alert users to the most minute traces of food allergens. It is a gamechanger for families who desire added peace of mind while dining out or on the go.



meg nohe
COO

preferred methods of contact:
email - meg@allergyamulet.com
voicemail - (800) 555-2020

Previous President, Food Allergy Partners

Clinical sales experience at Pfizer & Stryker

Meg has over two decades of experience
positioning consumer therapeutics and
medical devices

Her daughter is diagnosed with both
peanut and tree nut allergies

bios+contact

get to know our team

“

My son Dash was diagnosed with a life-threatening peanut allergy at 14 months old. For the last 14 years, Dash and I have developed personal management strategies to both reassure him and also allow him to be a typical, active and involved teenager.

Allergy Amulet proves an incredible resource for our family. When we share our story with others outside the food allergy community, we empower knowledge that drives empathy, understanding, and human connection.



jen glime
CCO

preferred methods of contact:
email - jen@allergyamulet.com
direct - (920) 373-6788

M.S. Communication and Media Studies,
Purdue University

Stock epinephrine program facilitator in local
school districts

Food allergy mom, 24/7

bios+contact

get to know our team

“

I have always been fascinated by what things are made of. The study of chemical composition has become a lifelong passion for me.

Armed with the knowledge that an allergic reaction sends someone to the ER every 3 minutes, the urgency to create solutions has never been greater.



nazir khan

senior scientist

preferred method of contact:
email - nazir@allergyamulet.com

Physical Chemist, B.A. earned
from Amherst College

Specializes in molecular identification and
structure determination, using microwave
spectroscopy

bios+contact

get to know our team

“

My passion for communicating in meaningful ways continues to evolve with new technology. There are so many ways to connect with people we may never meet in person.

Even though no one wants a food allergy diagnosis, the community we build creates collaboration and comraderie the world over. I welcome opportunities to answer questions and design tools to educate and inspire.



holly whittlef
creative director

preferred method of contact:
email - holly@allergyamulet.com

Award-winning graphic designer +
art director

Holly holds degrees in journalism,
international studies, and graphic design

Over a decade of food industry expertise

infographic

a visual depiction. together, we
can affect real change



frequently asked



- Q** Who is the Amulet intended for?
A individuals with food allergies, families enjoying meals together, businesses offering services to employees and patrons
- Q** Where can consumers purchase?
A shop.allergyamulet.com
Products are currently only available for shipping in the continental U.S.
- Q** Are samplers reusable?
A At this time, samplers are single-use, however we are working on a recycling program to help reduce waste and improve sustainability
- Q** Are Amulets covered by insurance?
A Amulets are currently not covered by HSA or FSAs. Consumers should direct questions regarding reimbursement to their insurance companies
- Q** Is Allergy Amulet developing additional products?
A At this time, we are still working to make the Amulet available to a wider audience. More to come!

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Allergy Amulet Secures \$3.3 Million To Launch World's Smallest and Fastest Consumer Food Allergen Sensor

PRESS RELEASE PR Newswire
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MADISON, Wis., Aug. 12, 2020 /PRNewswire-PRWeb/ -- Allergy Amulet, the company empowering the food allergy community by alleviating fears about what's in their food, today announces \$3.3 million in seed funding led by TitledownTech, a joint venture between Microsoft and the Green Bay Packers. The company has developed the world's smallest and fastest consumer food allergen sensor, which is capable of testing foods for common allergenic ingredients in seconds. The patented technology fits on a keychain, a necklace, a wristband, or in a pocket, and doubles as a medical alert system, making it easier and safer to manage food allergies and intolerances.

Food allergies affect 32 million Americans and between 220 to 520 million people

Your Market View

NAME	PRICE	+/-	%	DATE
TSLA	251.62	0.02	0.01	Official Close 10/2/2023
AAPL	173.77	0.02	0.01	Official Close 10/2/2023
MSFT	321.63	-0.17	-0.05	Official Close 10/2/2023
NFLX	381.33	1.00	0.26	Official Close 10/2/2023
SPOT	158.00	-0.12	-0.08	Official Close 10/2/2023

<https://markets.businessinsider.com/news/stocks/allergy-amulet-secures-3-3-million-to-launch-world-s-smallest-and-fastest-consumer-food-allergen-sensor-1029497100>

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GROWTH HEALTH TECH SUPPLY CHAIN FINANCE RETAIL THE NEW BUSINESS REVIEW

Amulet has been a long time coming

by Lori Kaye Lodes
Independent Contributor, The Business News

Technology Growth Strategies

Bookmark Article



<https://thebusinessnews.com/article/establishing-and-leading-a-sensor-tech-company>

blog+ resource

community connection

Forbes

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featured post

5 ways to integrate community care into your wellness practice

We hear the term “self-care” a lot when it comes to wellness, but the truth is we can’t always do this alone. Community care, in addition to self-care, plays a big role in taking care of our well-being.

Here are five ways to integrate community care into your wellness practice:

01. SHARE YOUR RESOURCES AND LEARNINGS

Taking care of yourself or a family member who needs support (like a child with food allergies) can be exhausting at times. With food allergies, for example, there’s a lot of research involved, talking to doctors, scoping out restaurants... you know the drill. If you’ve already put in the effort to curate resources, like compiling a list of trusted doctors and restaurants, one easy step towards community care is sharing your learnings! This could take form in many ways: publishing your discoveries on the [Spokin app](#) or online via a blog or social media, creating a spreadsheet and sharing with others in your community, or making yourself available to chat with those facing similar challenges. Sometimes going the extra mile to help others and share your learnings can make a huge difference for those who might be struggling.

02. CHECK-IN WITH FRIENDS, FAMILY, AND NEIGHBORS

Another easy way to practice community care is to simply check in with your loved ones and community members to see how they’re doing and if you can support them. This might just involve listening. If you’re unsure how to help, think about how you’d feel if someone checked in with you—what would you want them to ask or offer?

03. CONTRIBUTE TO YOUR COMMUNITY

Community care should extend beyond the folks you know personally to your community at large. One way I love to practice community care is to donate to the local community fridge—it’s a simple, actionable way for me to feed my neighbors who are experiencing hunger. Other ideas include: shoveling your neighbor’s walk, volunteering at a local organization, picking up trash when you’re out for a walk, or checking in with organizations or leaders in your community to see what their needs are! There are lots of resources in the food allergy community for contributing—a great one to consider supporting is the [Food Equality Initiative](#).

04. ASK FOR HELP WHEN YOU NEED IT

Just as we’ve discussed ways to support others, it’s important not to forget to ask for help yourself. Whether you’re seeking advice, recommendations, or a listening ear, let your community take care of you. Not only is it important that you realize you don’t have to do this alone, but you will also be modeling for others the beauty and power of community care. And if you feel self-conscious or unsure about asking for help, put yourself into the perspective of the person or group you’re asking for help. If someone asked you, how would you feel? Often, we are more than happy to help someone else but feel

<https://www.allergyamulet.com/blog/5-ways-to-integrate-community-care-into-your-wellness-practice>

partners+ investors

who we work with matters:
these are the best of the best

allerfund
FOOD ALLERGY VENTURES

BULLDOG
Innovation Group
Yalies Investing In Yalies


COLLE CAPITAL


GREAT NORTH
VENTURES


GREAT OAKS
VENTURE CAPITAL


TITLETOWNTECH

DeepWork
CAPITAL

 **gener8tor**

dipalo
ventures

logos+style guide

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allergy amulet



font

bahnschrift regular

bahnschrift light

amulet+blue

for web: R=48 G=87 B=255

for print: C=80 M=67 Y=0 B=0

photos

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