

# PARTNERSHIP FOR PKU



A PROGRAM OF NATIONAL PKU NEWS

## PKU Facts

Phenylketonuria or PKU is a rare genetic metabolic disorder that requires a strict low-protein diet to maintain brain health.

### The PKU community is:

<b>Unique</b>	Only 250 babies are born in the U.S. each year with PKU.
<b>Numerous</b>	The PKU diet is for life. There are currently more than 15,000 people living with PKU in the U.S.
<b>Selective</b>	The health of their brains and bodies relies on knowing the phenylalanine content of food and tracking daily intake.
<b>Loyal</b>	Medical foods are expensive and making your own low-protein food isn't easy. The PKU community is continually searching for ready-made foods that are safe for them to eat. When they find something that works, they stick with it.

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**Products with less than 2g of protein per serving qualify your brand for the Partnership for PKU**

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# JOIN THE PARTNERSHIP FOR PKU!



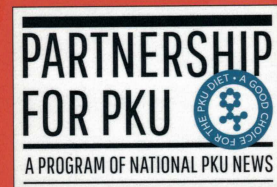
Join the **PARTNERSHIP FOR PKU** and we'll evaluate phenylalanine content of your products and introduce them to the **PKU community via:**

- **SOCIAL MEDIA** on our active Facebook community and Twitter feed.
- **PRESS RELEASES & FEATURES** on PartnershipForPKU.org
- **HOWMUCHPHE.ORG**  
Our online diet-management app with phe values for more than 7,000 foods.

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## WHAT WE NEED FROM YOU

- Unrounded protein information (to .05g) for your products or verified amino-acid analysis. We can perform analysis if you'd like to sponsor your products.
- A dedicated contact person within your company.
- Updates when new products are released and recipes change, which can affect the protein content in your products.



PartnershipForPKU.org