

Managing Your Dietary Restrictions with the Food Intolerances App

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Baliza GmbH announces Food Intolerances 3.1. More and more people nowadays suffer from food intolerances. Those affected often find they are completely overwhelmed by the diagnosis and are not aware of what foods they can or should still eat. The universal app, Food Intolerances, developed for iPhone, iPod touch and iPad, assesses the most important and basic foods in terms of their tolerance, recognizes over 700 different foods used in everyday life and is a helpful guide when shopping.

Nuremberg, Germany - Baliza GmbH announces Food Intolerances 3.1. When eating becomes an ordeal, it is often the result of food intolerance. This doesn't always necessarily have to be an allergy. Rather it can also be due to natural components of the food, such as histamine, fructose or lactose, among others. These trigger the serious symptoms, similar to those seen in allergy sufferers, that afflict people with food intolerances. These range from indigestion to irritable bowel syndrome (IBS), eczema and other skin complaints to asthma attacks. According to medical experts, between 10 and 20% of the population are believed to suffer from a form of food intolerance. The situation becomes even more critical when multiple food intolerances are involved. What foods can a person still eat then?

The app, Food Intolerances, provides a practical solution to this problem. It recognises over 700 different foods used in everyday life and is therefore a helpful guide when shopping. With the app you can find out if certain foods contain histamine, fructose including fructans and other problematic fibers, sucrose, sorbitol, lactose or salicylates, and in what amount. This makes it easier to deal with the diagnosis you may have received, if you do indeed suffer from histamine intolerance, fructose malabsorption, lactose intolerance or salicylate intolerance, among others. The app can also be used to search for and filter foods that contain gluten, milk and eggs.

Feature Highlights:

- * Designed for people suffering from food intolerance (histamine, fructose, sucrose, sorbitol, salicylates (aspirin) or lactose)
- * A practical filter function for multiple intolerances
- * Information on food additives and medicines (for histamine intolerance)

Tanja Credner, chief executive of Baliza GmbH, says of the app: "With this app, users can set how seriously they are affected by every type of food intolerance. A special filter function then simply excludes those foods containing substances to which the person is intolerant. In this way, shopping is made far easier and, with our integrated shopping list, it can even be planned in advance. It's also easy to add a comment on any food item and to rate them according to your personal tolerance."

It is also possible to upgrade your app to include additional filters by purchasing the in-app upgrade. These filter the food database according to fish, soy, wheat, yeast, sulfites, night shades, pork, beef and/or meat in general. Thus vegetarians, for example, can filter out all foods that contain meat. Once you have purchased the in-app upgrade, the app can also be used to indicate possible cross allergies in foods, such as birch, pollen, mugwort pollen, latex, grass pollen, legumes, dust mites and tree nuts.

An additional in-app feature allows you to acquire information on a food's nutritional information. This includes general information such as energy value and protein amount, but also all essential vitamins, minerals and trace elements.

Language Support:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

English, Dutch, German

Device Requirements:

- * iPhone, iPad, or iPod touch
- * Requires iOS 4.3 or later
- * Universal app optimized for display on all iOS devices
- * 26.6 MB

Pricing and Availability:

Food Intolerances 3.1 is \$5.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Health & Fitness category. App users can upgrade to add the in-app packages for \$1.99 each. Special offer for Press: For anyone wishing to test the Food Intolerances app, they can request a promotion code.

Baliza:

<http://www.baliza.de/en/>

Food Intolerances 3.1:

<http://www.baliza.de/en/apps/histamine.html>

Purchase and Download:

<http://itunes.apple.com/app/food-intolerances/id419098758>

Screenshot 1:

http://www.baliza.de/_pics/FI-Screen2-en-i5.png

Screenshot 2:

http://www.baliza.de/_pics/FI-Screen1-en-iPad.png

App Icon:

http://www.baliza.de/_pics/food_intolerances_logo.png

Baliza GmbH specializes in the development of apps for iPhone and iPad, for its own purposes as well as at the request of customers. Company founder and chief executive Tanja Credner has been responsible for the development and conception of mobile apps since 2009. All Material and Software (C) 2011-2013 Baliza GmbH / All Rights Reserved. Apple, the Apple logo, iPod, the iPod logo, are registered trademarks of Apple Computer in the U.S. and/or other countries.

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