

Pre-meal protection for situations where accidental gluten ingestion may occur

A **gluten free diet** remains the only treatment available for coeliac disease and other gluten-related disorders. Management of these conditions and their symptoms relies entirely on **accurate dietary adherence**¹.

While adherence typically improves with experience, individuals don't always have complete control over how their food is prepared, which often leads to **accidental gluten ingestion**.

Accidental gluten ingestion

Accidental gluten ingestion is the **unintentional consumption of gluten** despite efforts to ensure a meal or food item is gluten free.

Often described as being "**glutened**", this experience is not the result of carelessness or deliberate choice. Instead, it reflects the reality of eating food prepared by others, where there is limited control over ingredients and preparation methods.

Gluten free foods are often prepared or served in environments where gluten is also present, making it **difficult to entirely eliminate the risk** of exposure.

Several studies suggest that most individuals on a strict gluten free diet **regularly consume enough gluten to trigger symptoms** and other unwanted effects².

Common causes include:



Shared environments: Using the same utensils, equipment, or surfaces for gluten-containing and gluten free foods during manufacturing, storage, preparation, or service.



Unclear labelling: Mislabelled foods or ingredients, or product labels that are difficult to read or inconsistently formatted.



Human error: Mix ups, unfamiliarity with gluten sources, misreading ingredient lists, distractions, or simply forgetting.



Misunderstandings: Miscommunication in busy environments, differing interpretations of gluten free requirements, or cultural and language barriers.

Where does accidental gluten ingestion happen?

Unintentional gluten exposure typically occurs in situations where food is prepared outside of one's control, such as:



Social Occasions



Restaurants & Cafes



Travelling



Catered Meals

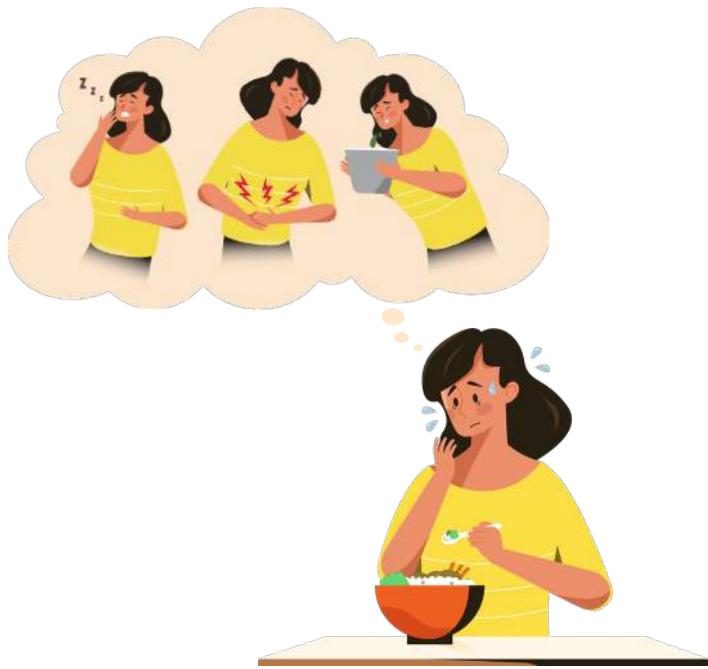


Festivals & Events

The impact of accidental gluten ingestion

For individuals following a gluten free diet, accidental gluten ingestion can be an ongoing source of **stress**. Even as little as **10mg of gluten** (a few breadcrumbs) can trigger symptoms in the most sensitive individuals³. Symptoms vary in type, timing, and severity, and may **disrupt** daily routines or important plans.

The risk of being “glutened” can lead to increased **anxiety** around gluten free dining, where control over food preparation is limited⁴. This anxiety can manifest as food-related **hypervigilance** and **social withdrawal**^{4,5}. While these behaviours are intended to reduce risk, they can ultimately contribute to a **lower quality of life**^{4,5}.



How GluteGuard offers protection

GluteGuard is the world's only **clinically proven** protection from symptoms of accidental gluten ingestion^{6,7}.

GluteGuard is recommended to be taken **5–15 minutes before eating**, whenever there's a risk of being “glutened”. This way, GluteGuard's enzymes are ready to act in the small intestine, helping to **break down gluten** peptides before they interact with the intestinal lining and trigger symptoms.

This added protection helps individuals approach gluten free dining, social occasions, and travel with **greater confidence**.

Intended use

Adults (18+) with medically diagnosed gluten sensitivities.
For use only in conjunction with a gluten free diet.

Dose

Take **1 tablet swallowed whole** immediately before a meal.
Maximum daily dose should not exceed 4 tablets.

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*Terms and conditions apply. See website for details.

GluteGuard helps protect those with medically diagnosed gluten sensitivity from symptoms of accidental gluten ingestion.

Before recommending GluteGuard, please refer to product label and directions for use.

References

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7. Zebrowska A, et al. The effect of enzyme therapy on skin symptoms and immune responses in patients with dermatitis herpetiformis. *Int J Celiac Dis*. 2014;2(2):58-63.