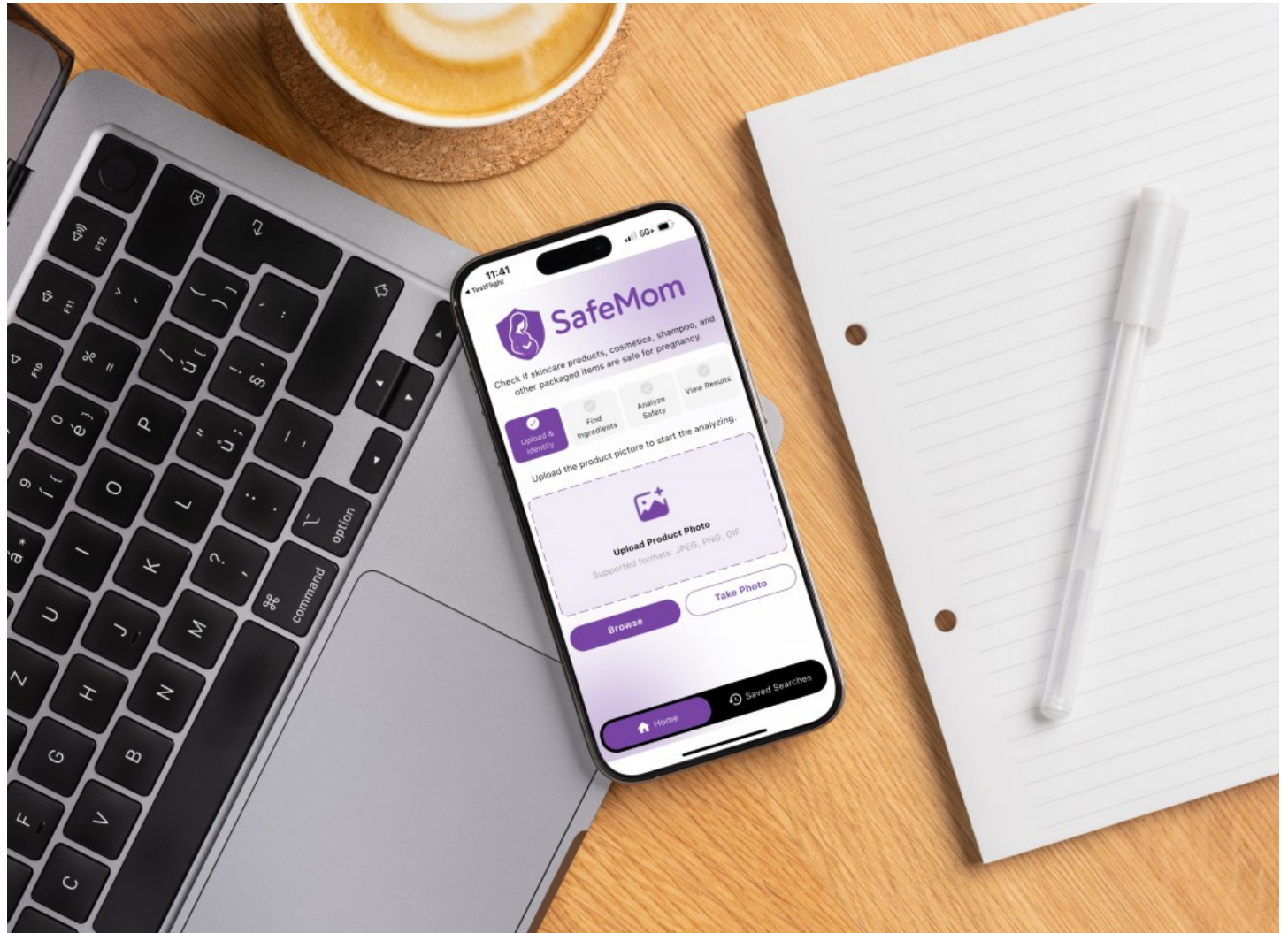


Expecting Mother Creates Free AI App to Help Others Navigate Product Safety

After struggling to decode ingredient labels during her first pregnancy, one mom built an AI-powered app to help others get answers instantly.



New York City, New York Jul 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - With the launch of [SafeMom - Ingredient Checker](#), expecting parents now have a powerful new tool to help them make safer choices during pregnancy. This free mobile app, now available on iOS and Android, uses advanced artificial intelligence to scan product labels, identify ingredients, and instantly analyze their safety for use during pregnancy.

SafeMom was created from a deeply personal experience. Jamie, the app's creator, was pregnant with her first child when she realized just how overwhelming it was to navigate the world of beauty and personal care products. Her bathroom was full of cosmetics with long ingredient lists she didn't understand. She was growing more concerned about which ones might be unsafe for her baby.

"I kept Googling every ingredient, and it felt impossible to know what was okay and what wasn't," said Jamie. "There were so many chemicals I couldn't pronounce. I just wanted something simple that

could tell me what was safe without spending hours researching. That's why I built SafeMom, to take away the guesswork and give moms peace of mind."

How It Works:

SafeMom turns any smartphone camera into a real-time [pregnancy safety scanner](#). Users simply snap a photo of a product label, and the app's AI automatically identifies the product, retrieves the ingredients, and compares them against a continually updated database of over 250,000 substances. This database is based on OB GYN recommendations, toxicology studies, global health regulations, and peer reviewed medical research.

Within seconds, SafeMom provides a clear result:

- **Safe** – Ingredients are generally recognized as safe for pregnancy.
- **Caution** – May include ingredients with limited research or potential risks.
- **Flagged** – Contains ingredients with known risks during pregnancy.

Each result includes an explanation in simple, everyday language, so users know not just what is flagged, but why. SafeMom is designed to empower parents with knowledge. It avoids overwhelming them with scientific terms.

Designed for Everyday Use:

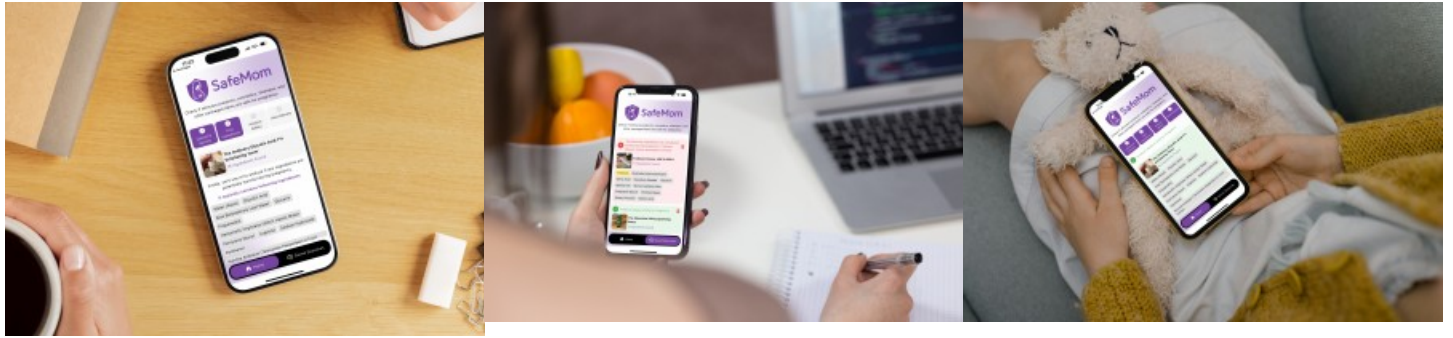
SafeMom can be used in stores, at home, or online. Whether scanning a lotion bottle, a stretch mark cream, or a facial cleanser, the app delivers instant clarity. Users can also upload photos of products they see while shopping, making SafeMom a helpful tool no matter where or how they shop.

"We wanted SafeMom to feel like a friend you could trust," said Jamie. "Pregnancy is already filled with so many questions. This is one we wanted to make easy."

A Mission Driven Tool for Modern Parents

During pregnancy, even small decisions like choosing a shampoo or lip balm can carry emotional weight. With so much conflicting information online, many parents are left feeling confused or anxious. SafeMom fills a critical gap by offering evidence based, fast, and digestible information right when it is needed most.

SafeMom is now available on the [Apple App Store](#) and [Google Play Store](#). To learn more, visit <https://safemom.ai/>.



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Source : SafeMom

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