



BUSINESS INSIDERS

ENTREPRENEUR USES IPHONE APPS TO HELP TRAVELERS MANAGE THEIR HEALTH ISSUES

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Faced with her own health issues and food allergies, Nicole Natale of Chandler launches an audiobook series called Freedom 2 Travel, with an iPhone-app version, which teaches essential health-related phrases in several languages.



A Chandler woman is using audiobooks and iPhone applications to help overseas travelers communicate information about food allergies and other health problems.

If you can't figure out a way to say "my husband is having an allergic reaction" or "my kid can't eat shellfish" in Italian, Nicole Natale has a way to help.

Faced with her own health issues and food allergies, Natale decided to launch an audiobook series, called Freedom 2 Travel, which teaches essential phrases in several languages. She also devised an iPhone app that translates phrases and speaks for the user.

A lover of traveling abroad, Natale became more nervous about doing so after her health problems cropped up.

She was taking an Italian language class, and the students went to an Italian restaurant. Natale asked her instructor, a native Italian speaker, how she could tell the waiter she needed to eat gluten-free. He had no idea and suggested she get a medical dictionary.

"I was like 'I don't want to do that,'" she said. "So I started

researching ... and got this idea of creating this language series for myself primarily, and then for other people. The app came out of the fact that my brother and my dad are super techies. They've got the iPad and the iPhone and all of that. They just aren't interested in learning from an audiobook. I thought 'if this can help a whole group of people like you guys,' because they're both diabetic, then I felt like it was something I should do."

She has an Italian language app out for allergies, and several more will be released in different languages over the next few weeks. Her audiobooks feature 10 languages.

"The thing I'm really excited about is the apps," Natale said. "I'm Puerto Rican, and I can do them in Spanish. So if you're a native

Spanish speaker, you can do Spanish to Japanese or Spanish to French."

She enjoys the peace of mind her products create for families of those with health concerns.

"One of my girlfriends is really excited because she is teaching her daughter, who has a severe peanut allergy, the phrases in Spanish and French because that's where they want to travel to," Natale said.

For more information, visit <http://freedom2t.com/>.



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