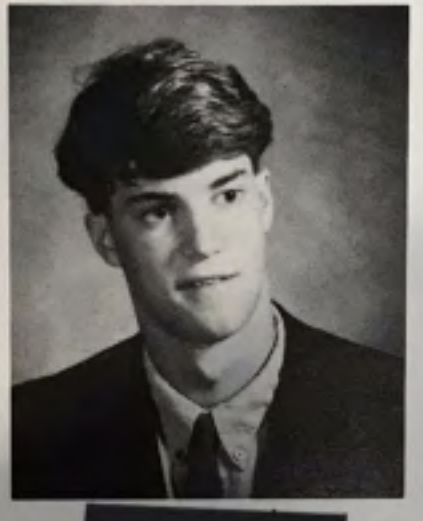
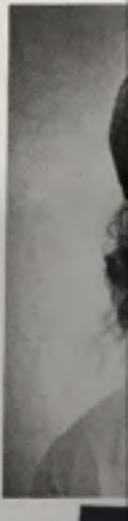
GLOBAL WELLNESS
SUMMIT **2018**
OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

Food.
It Just Got Personal

Neil Grimmer, founder & CEO, Habit, US

Neil Grimmer

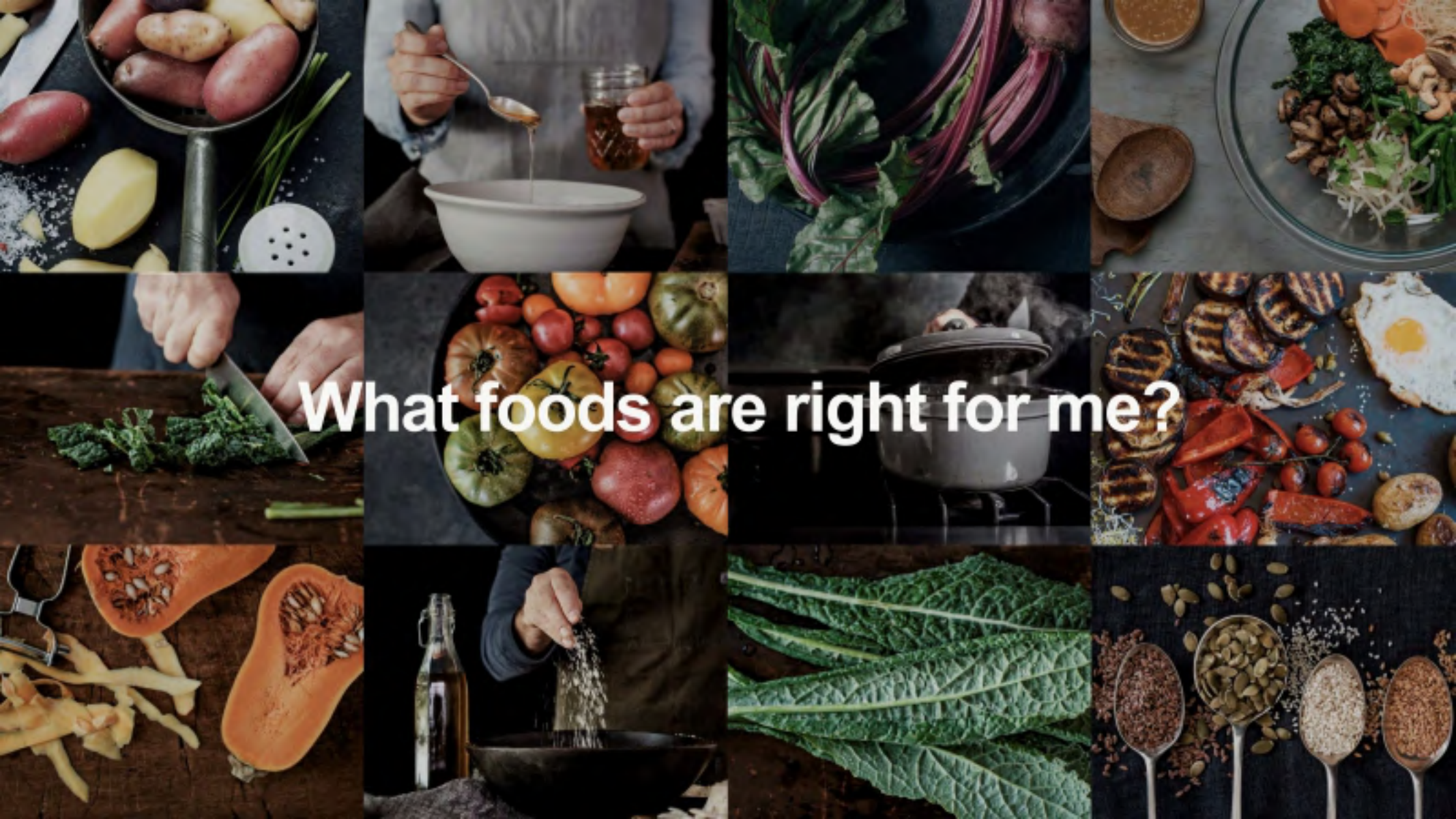





OPEL
Fraport
Frankfurt Airport
Services Worldwide


GIRL
POWER
Plum
Plum


104
105


What foods are right for me?


0
B.C.
THE FIRST CHOICE


40%
With diabetes or pre-diabetes
66%
Obese or overweight
33%
Die of heart-related illnesses
2018
UNITED STATES HEALTH

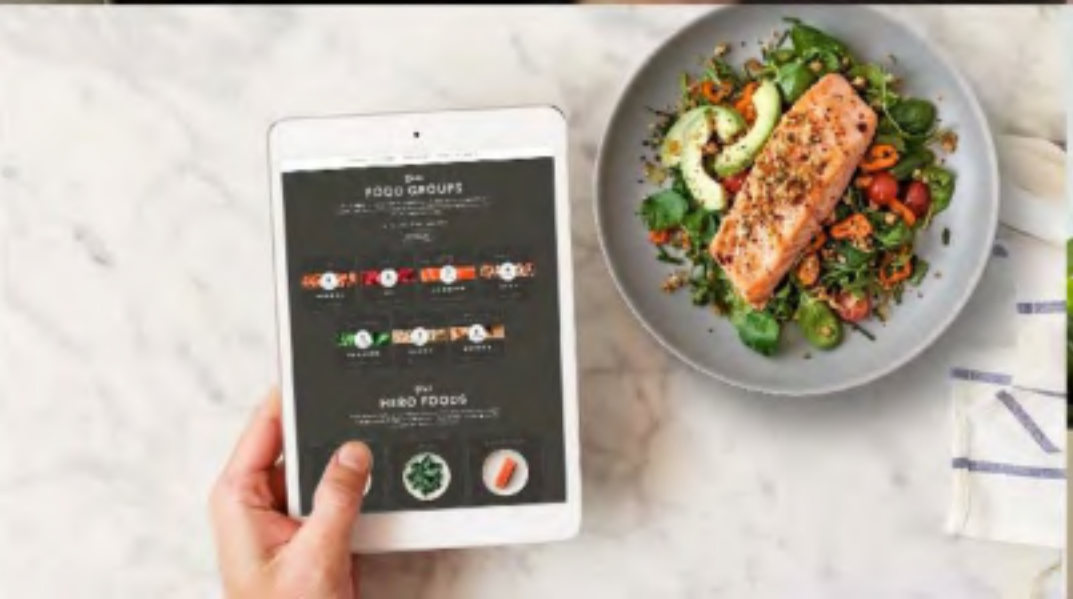

2018
YOU

THE BIOLOGY OF *You*

THE BEHAVIOR OF *You*


35%
Protein
25%
Fats
40%
Carbs
HERO FOODS
HABIT TYPE
PROTEIN
SEEKER
SENSITIVITIES
ow Carb
Low Fat
High Protein


FAT FLEXIBILITY
IMPLICATIONS


FOOD GROUPS
HERO FOODS

Good?

Bad?

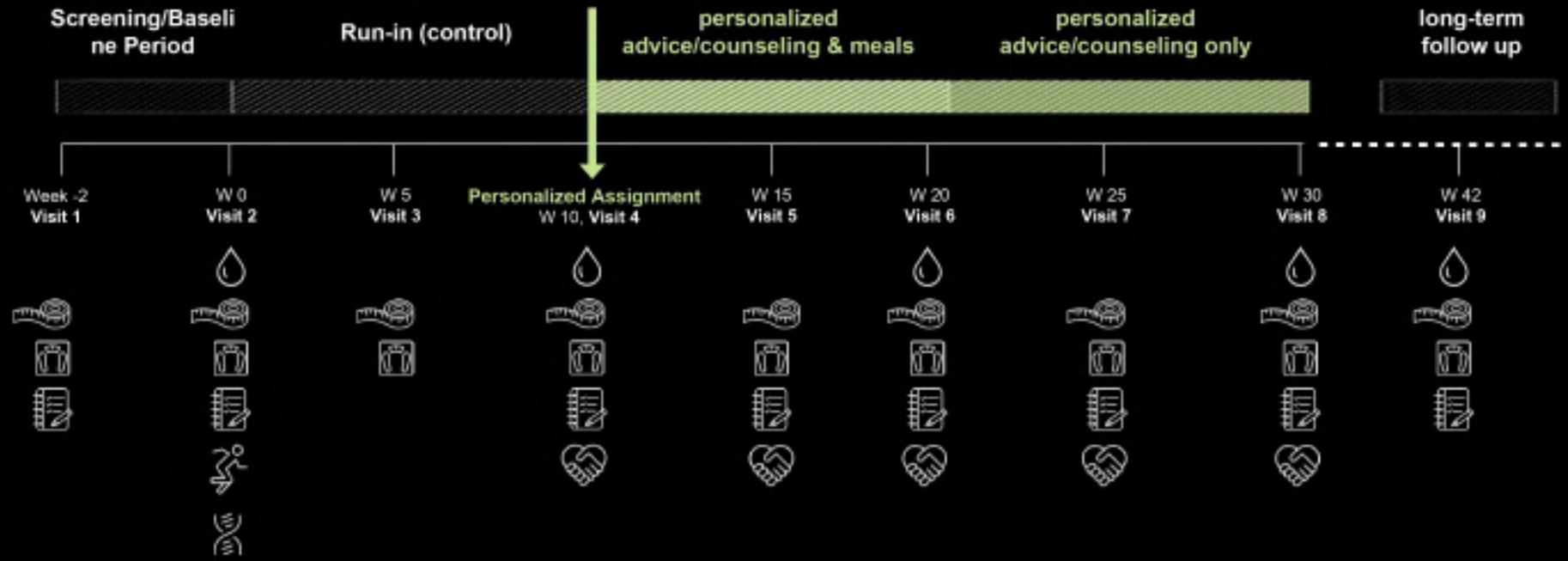
The Metabolic Challenge

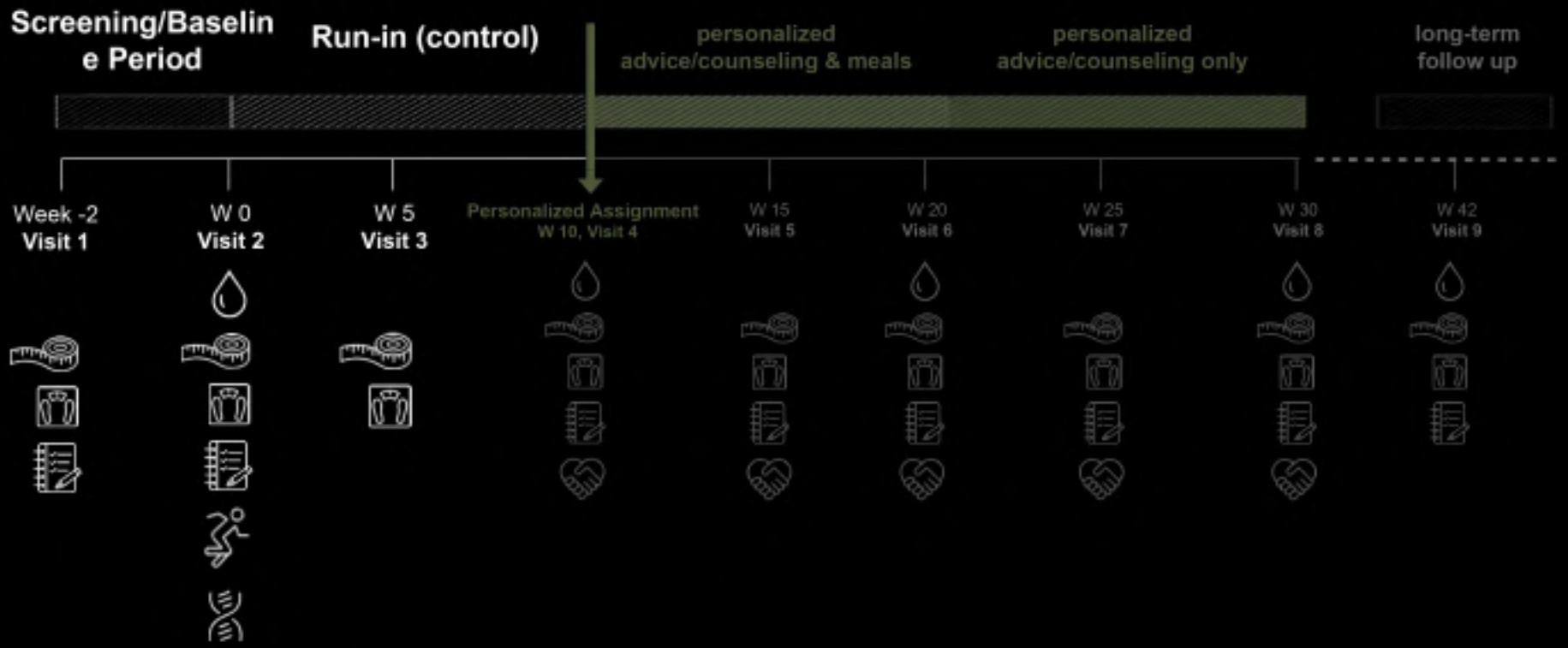
How Your Body Handles Fat

study conducted by habit

How Your Body Handles Fat

study conducted by habit


Screening/Baseli ne Period
Run-in (control)
personalized advice/counseling & meals
personalized advice/counseling only
long-term follow up
Week -2 Visit 1
W 0 Visit 2
W 5 Visit 3
Personalized Assignment W 10, Visit 4
W 15 Visit 5
W 20 Visit 6
W 25 Visit 7
W 30 Visit 8
W 42 Visit 9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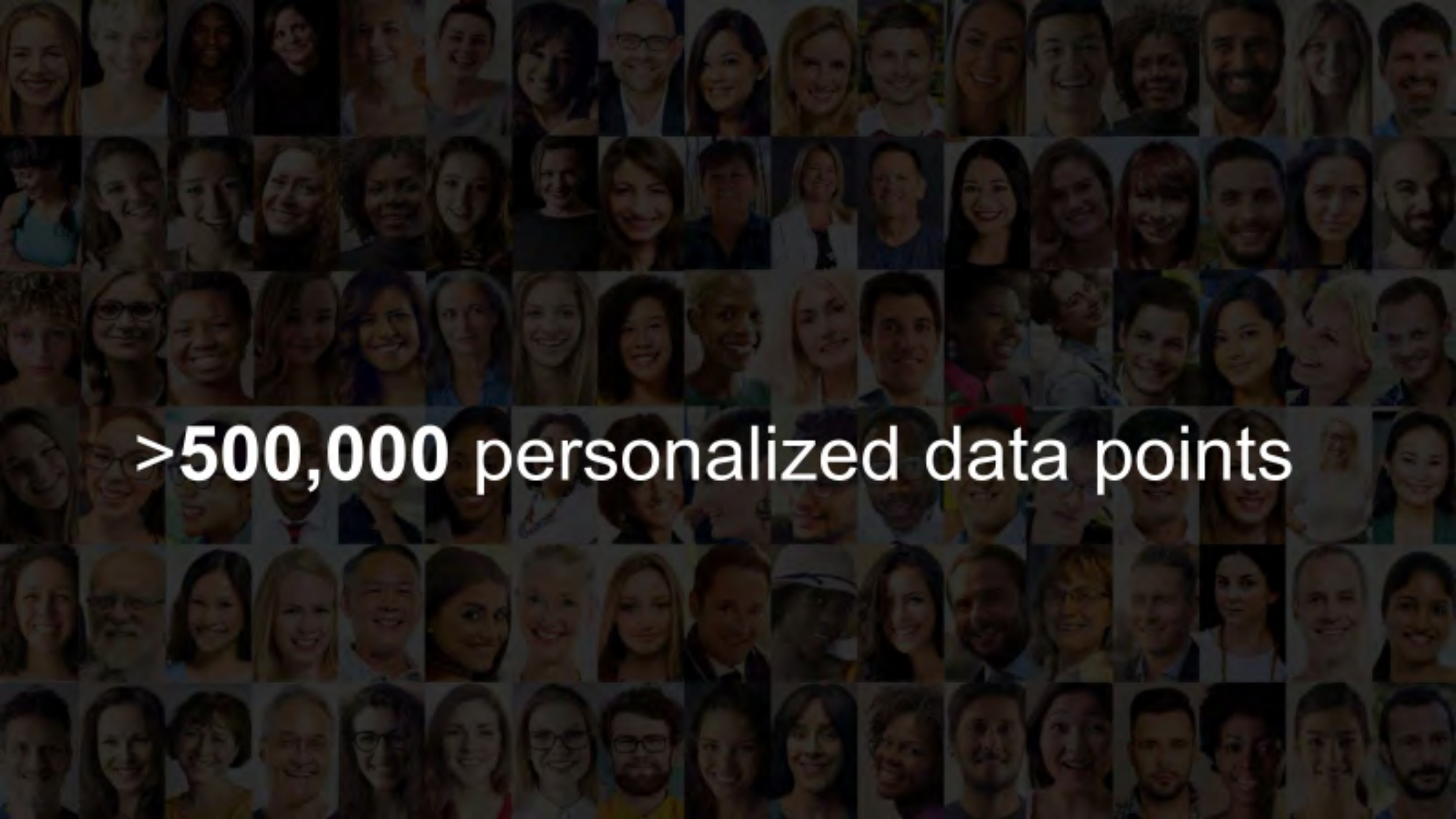
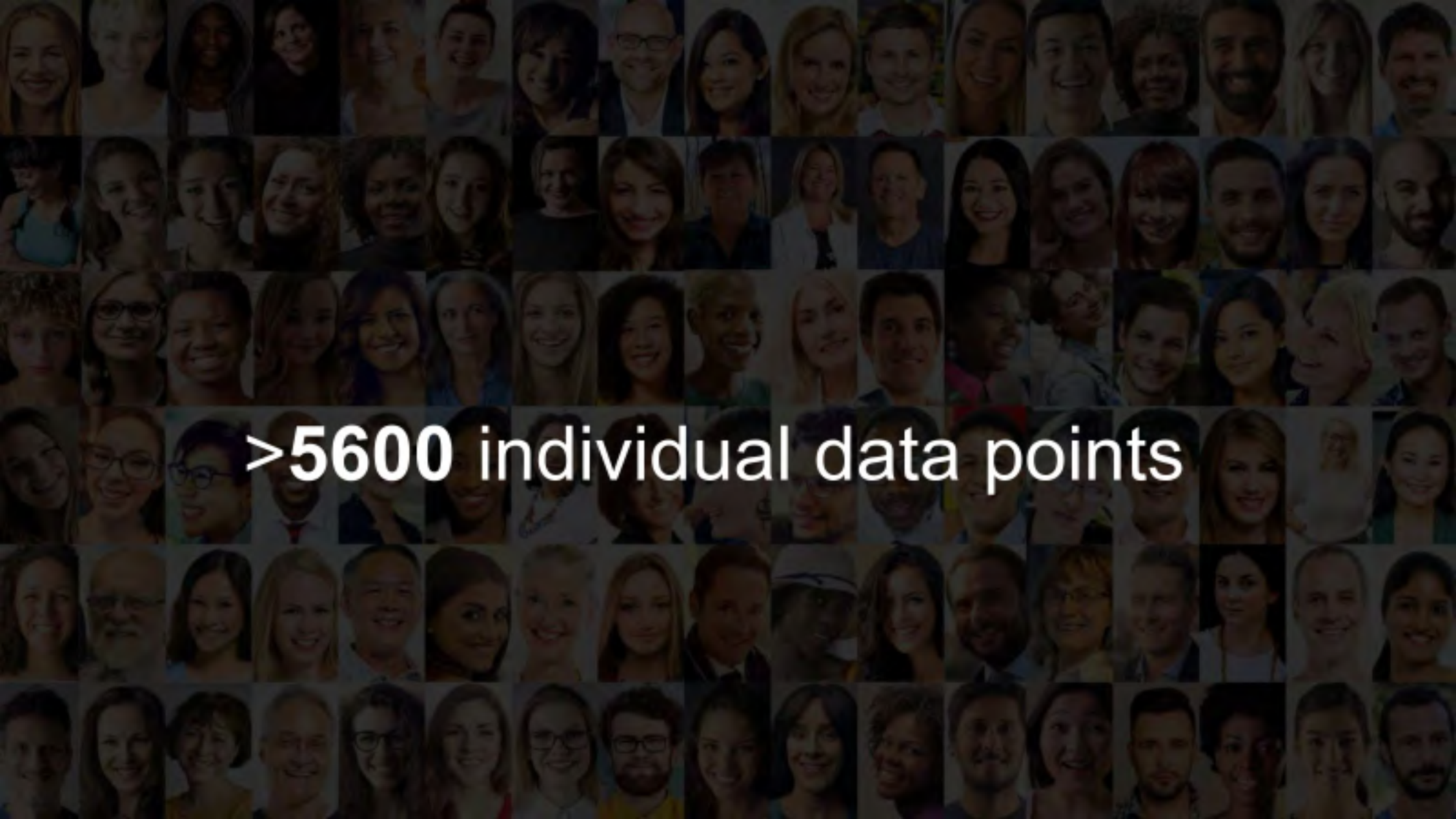
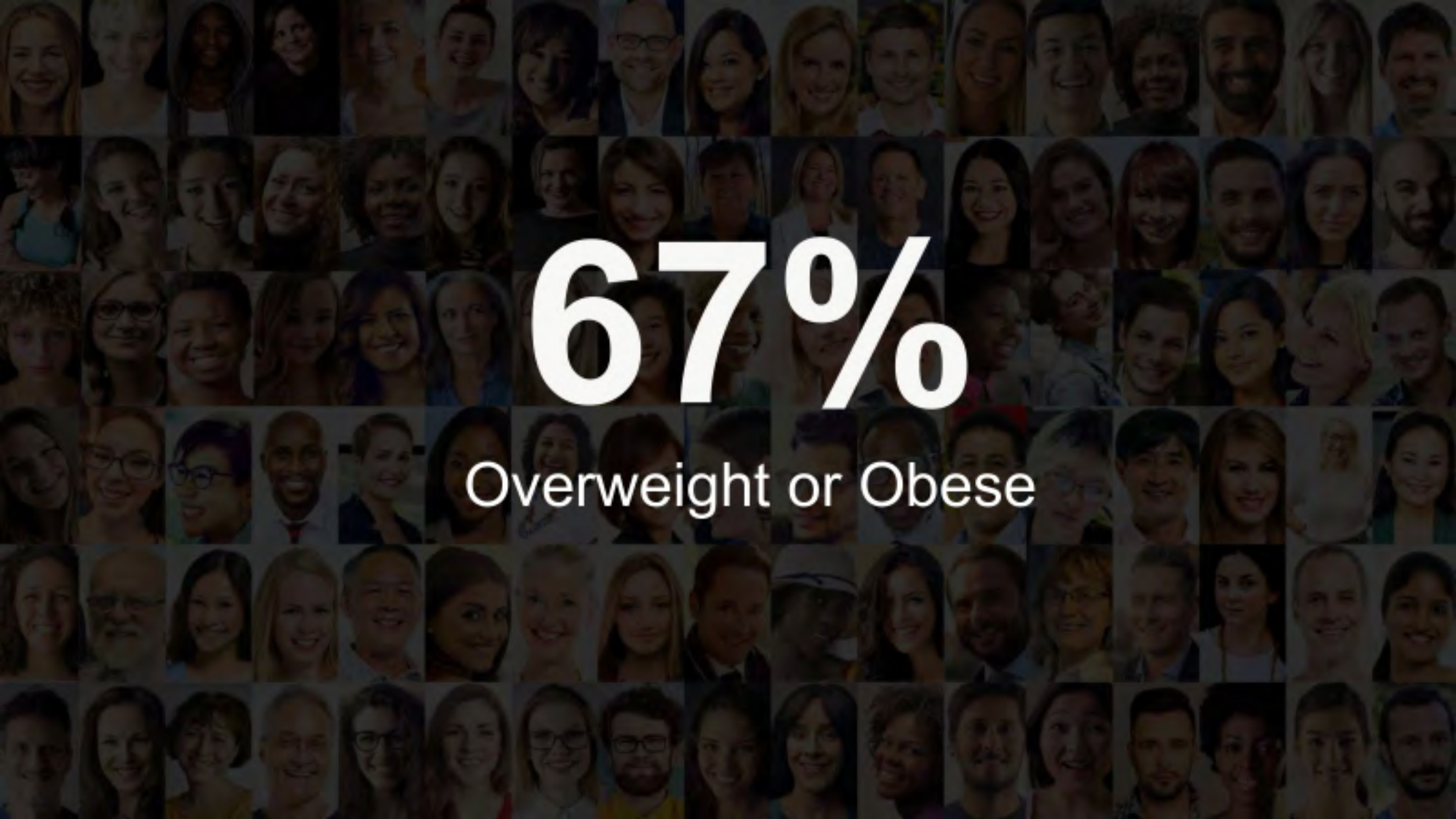
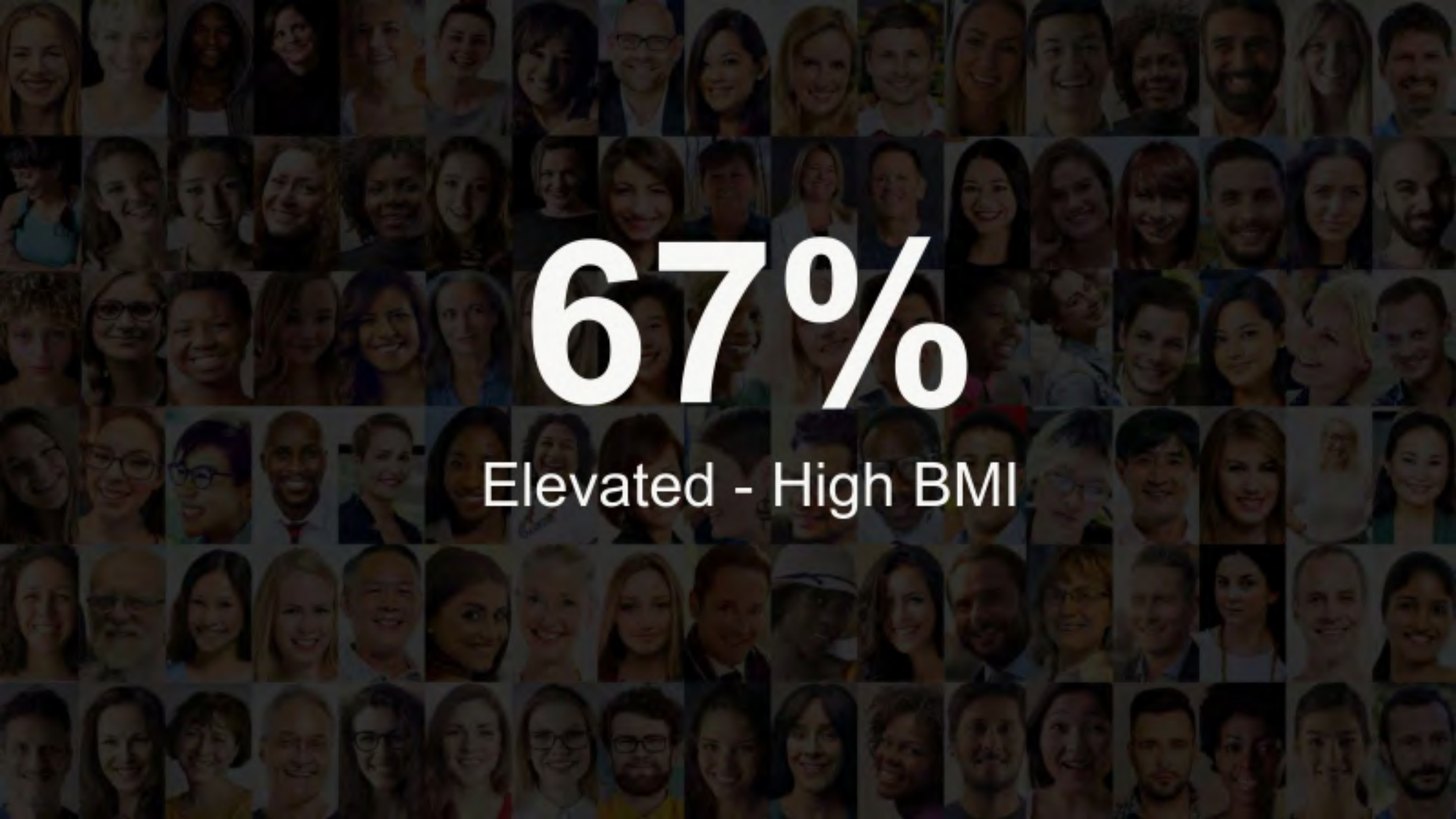

>500,000 personalized data points


>5600 individual data points

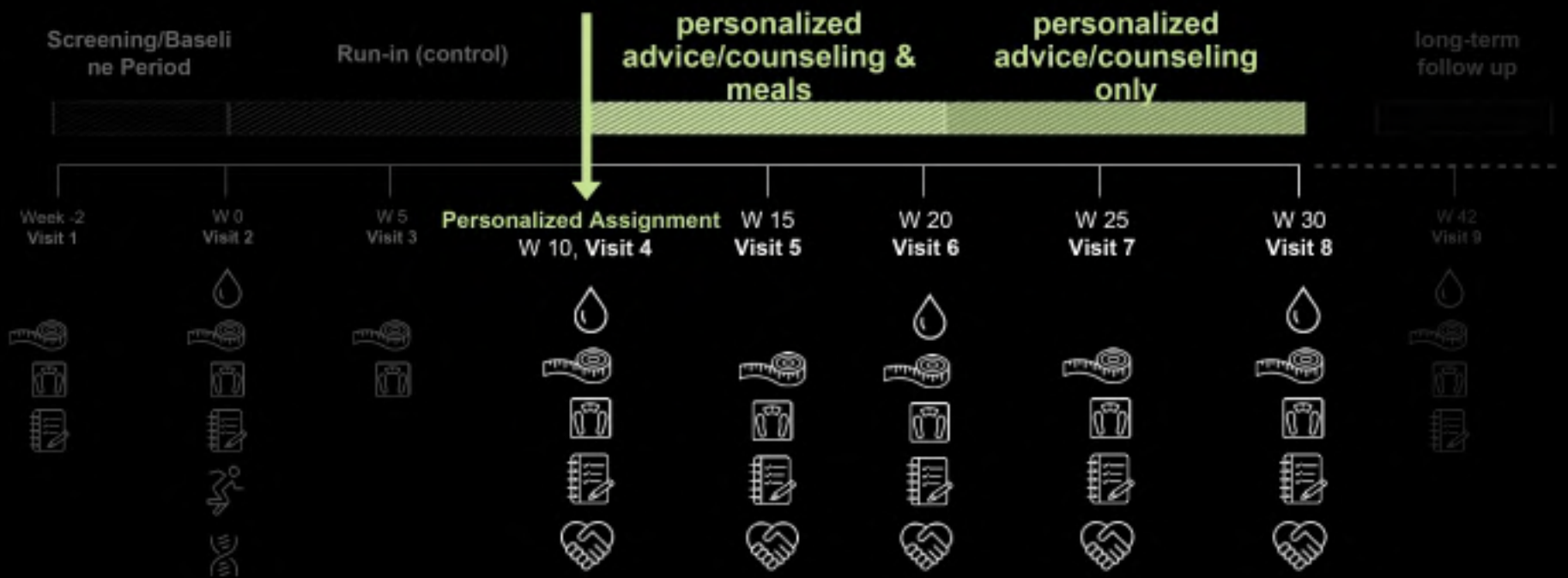

67%
Overweight or Obese


67%
Elevated - High BMI


54%
Elevated LDL Cholesterol


23%
Elevated Total Cholesterol


WAITING FOR CLINICAL RESULTS
xx%
Lacked Eating Confidence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You are a Range Seeker
We recommend a higher-carb, higher-fat, moderate-protein diet.
HABIT TYPE
DAILY CALS
Range Seeker
2150
DAILY MACROS*
WANT TO LOSE WEIGHT?
ADD GOAL
Your HERO FOODS
SALMON
Your HERO FOODS


Hi Christine, what would you like to focus on?
Get more fiber in your diet
Increase mono-unsaturated fats

-76 lbs

Top 10 Biggest Losers Women

-118 lbs

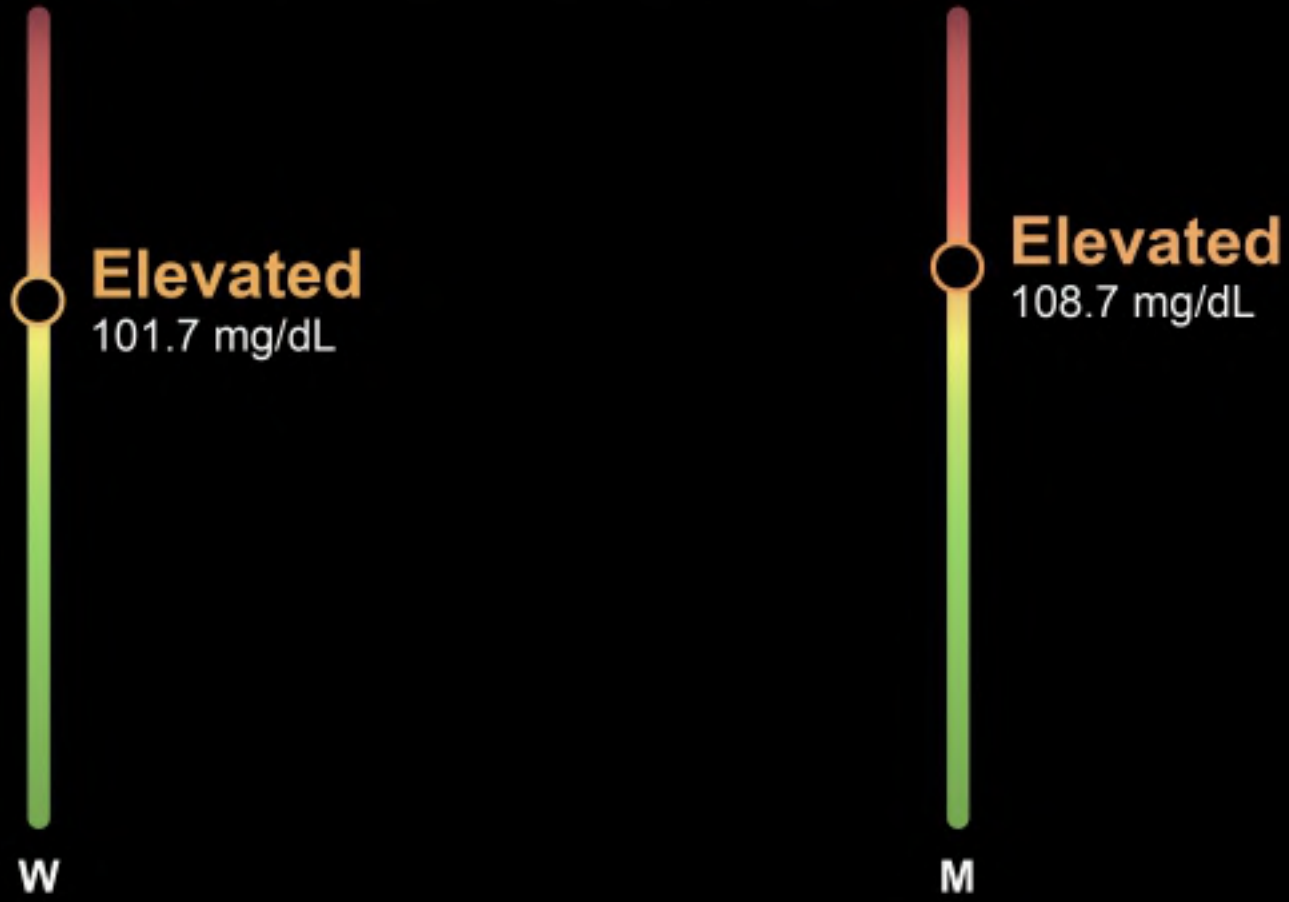
Top 10 Biggest Losers Men

-230 lbs

Total Weight Loss


74%
of total decreased their BMI
82%
of weight loss goal decreased their BMI
25%
Reduction in obesity

LDL Cholesterol Before



78% Lowered

LDL Cholesterol

-22%

Total Fat Intake

-23%

Daily Saturated Fat Intake

+11%

Daily Dietary Fiber Intake

+36%

Daily Vitamin A Intake

+46%

Daily Vitamin C Intake

+16%

Daily Potassium Intake

-22%

Alcohol

-23%

Sugary Beverages

+11%

Non-Starchy Veggies

WAITING FOR CLINICAL RESULTS

xx%

Less Snacking

xx%

Emotional Eating

xx%

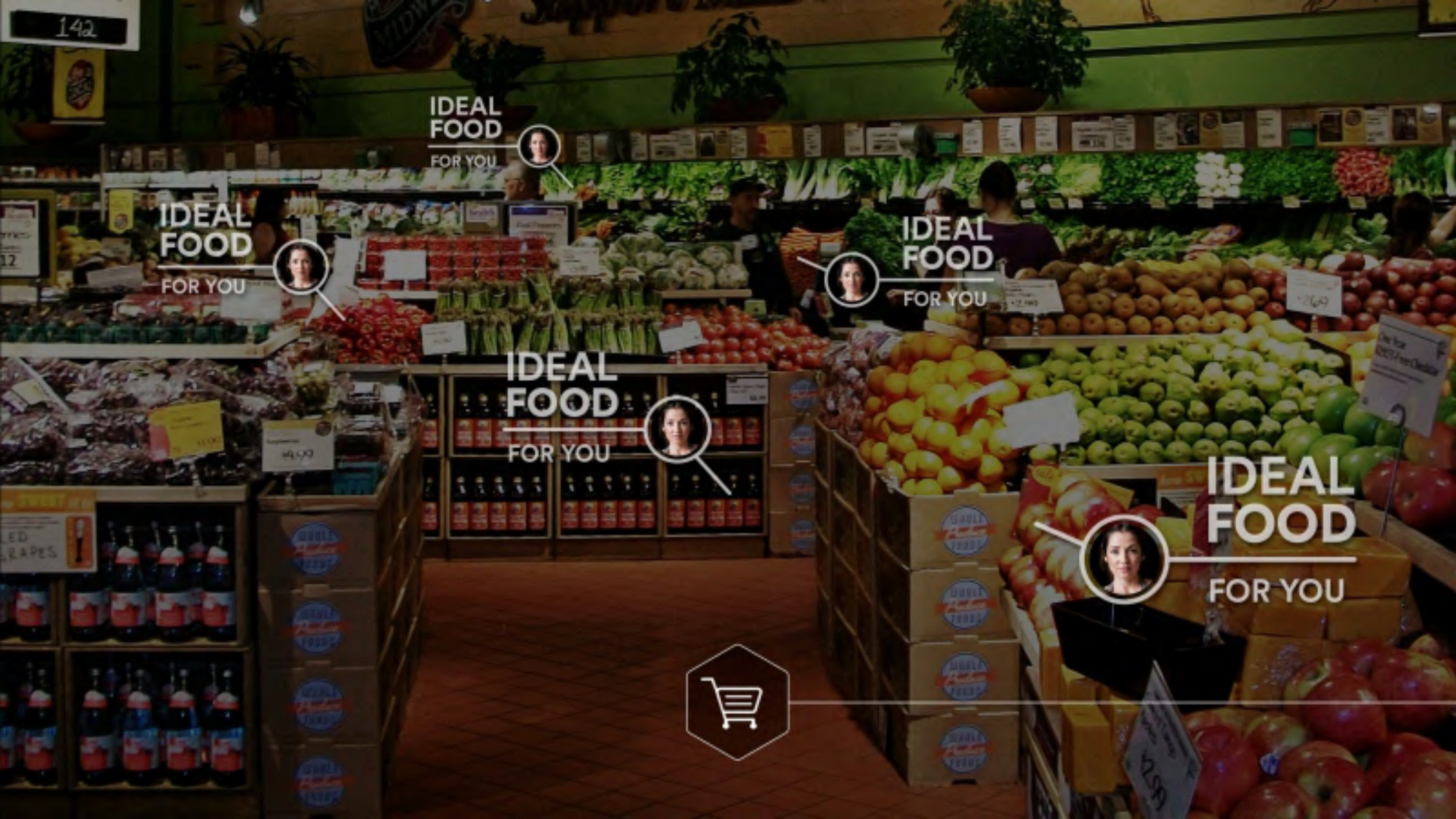
Adherence to Nutrition Plan

WAITING FOR CLINICAL RESULTS

xx%

Increase Their Eating Confidence


AT&T
5:01 PM
Photo


IDEAL
FOOD
FOR YOU
IDEAL
FOOD
FOR YOU
IDEAL
FOOD
FOR YOU
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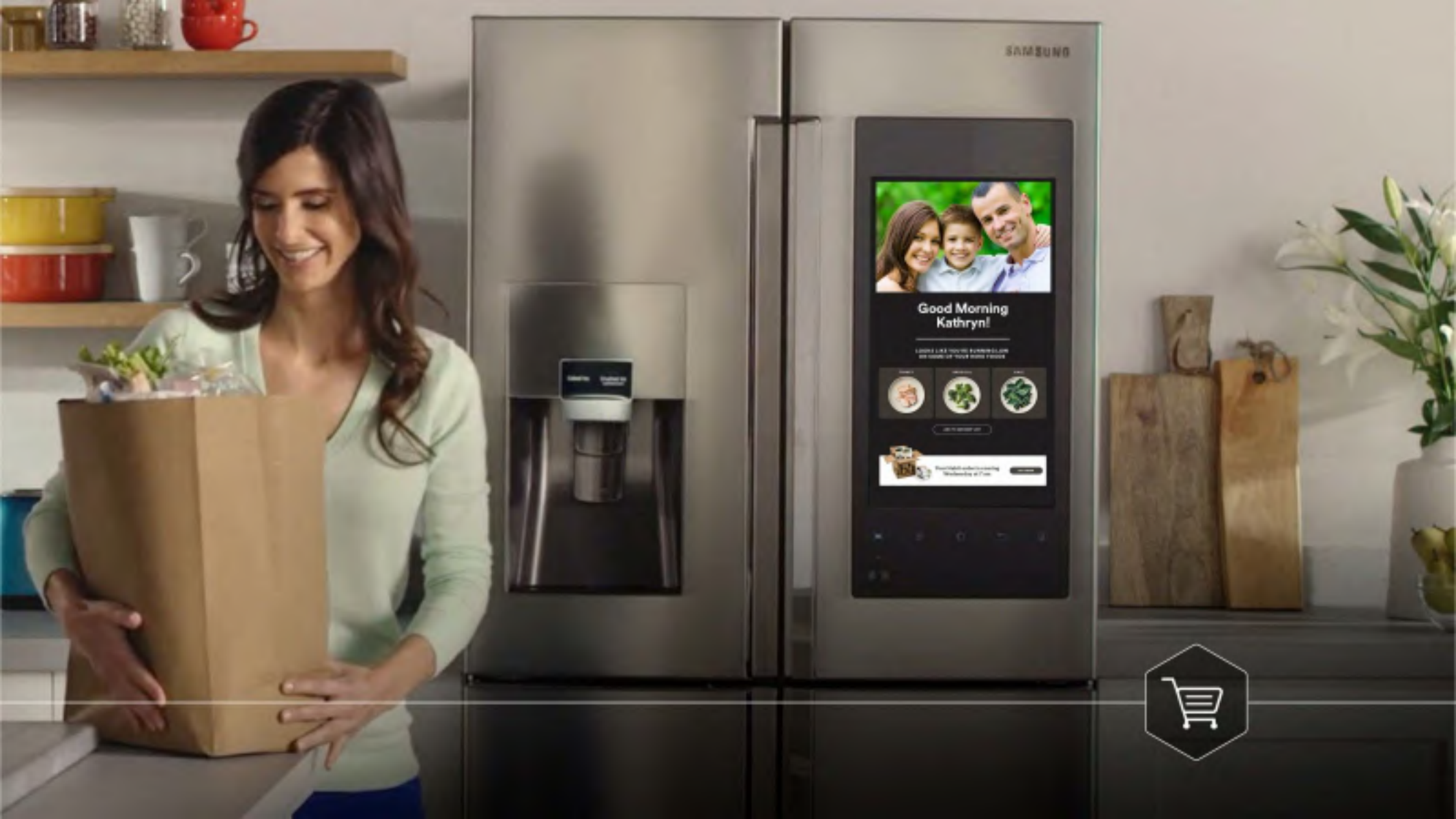
IDEAL
FOOD
FOR YOU


SAMSUNG
Good Morning
Kathryn!


SALMON
IDEAL OMEGA-3
SOURCE FOR YOU


YOU ARE
GLUTEN
SENSITIVE
RECOMMEND
TO NOT EAT
HIGH
GLUTEN


KETOSIS
LEVEL
OPTIMAL
2.20


habit
YOUR DAILY INTAKE TARGETS
HABIT TYPE
DAILY CALS
DAILY MACROS*
2070
FOOD GROUPS


IDEAL
MEAL
FOR YOU
IDEAL
MEAL
FOR YOU


Ft 23%
Pr 31%
Cb 46%
IDEAL
MEAL
FOR YOU


Pr 8%
Ft 23%
do the kind thing for your body, your taste buds & your world™
GLUTEN FREE | NO GENETICALLY ENGINEERED INGREDIENTS
LOW GLYCEMIC INDEX | DAIRY FREE | VERY LOW SODIUM
0g TRANS FAT | GOOD SOURCE OF PROTEIN
GOOD SOURCE OF FIBER
+1 855.884.KIND • kindsnacks.com • Made in U.S.A. with domestic and imported ingredients
IDEAL SNACK
FOR YOU
200
CALS
Cb 15%


Nutrition Facts
Calories 200
Nutrition Facts
8 servings per container
Calories 200
Nutrition Facts
Calories 200


Ada's
Nutrition Needs
Range
SEEKER
200
12%
Cals
Macros
Food Groups
Roxy's
Nutrition Needs
Plant
SEEKER
200
10%
Cals
Macros
Food Groups
Caleb's
Nutrition Needs
Fat
SEEKER
200
6%
Cals
Macros
Food Groups