



GLOBAL WELLNESS
SUMMIT 2018

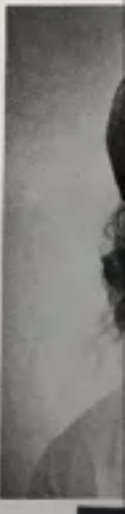
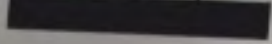
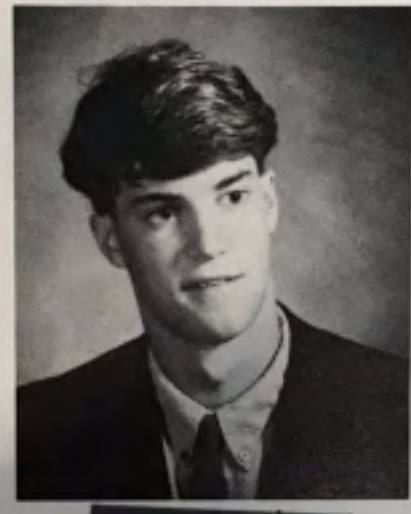
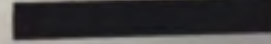
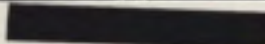
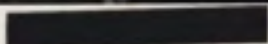
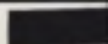
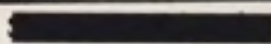
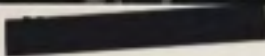
OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

Food. It Just Got Personal

Neil Grimmer, founder & CEO, Habit, US



Neil Grimmer











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

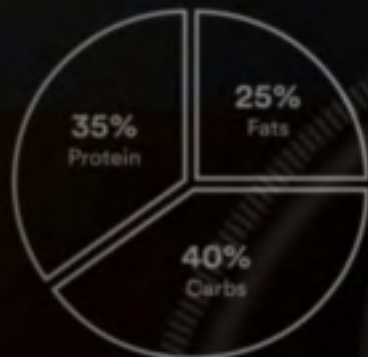
YOU

THE BIOLOGY OF *You*



THE BEHAVIOR OF *You*





HERO FOODS



HABIT TYPE

**PROTEIN
SEEKER**

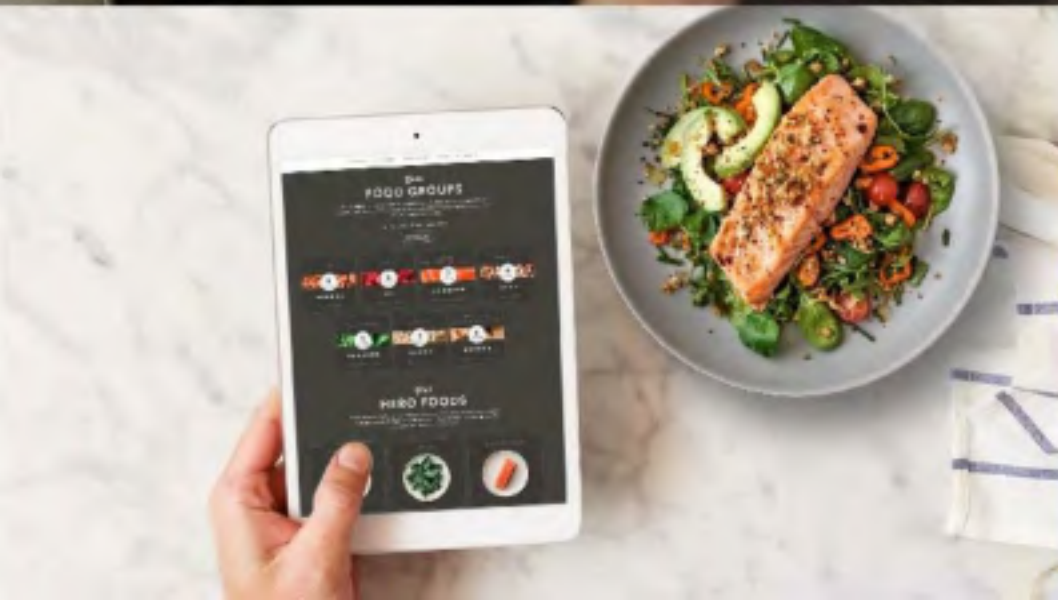
SENSITIVITIES



Low Carb

Low Fat

High Protein



Good?



Bad?

The Metabolic Challenge



How Your Body Handles Fat

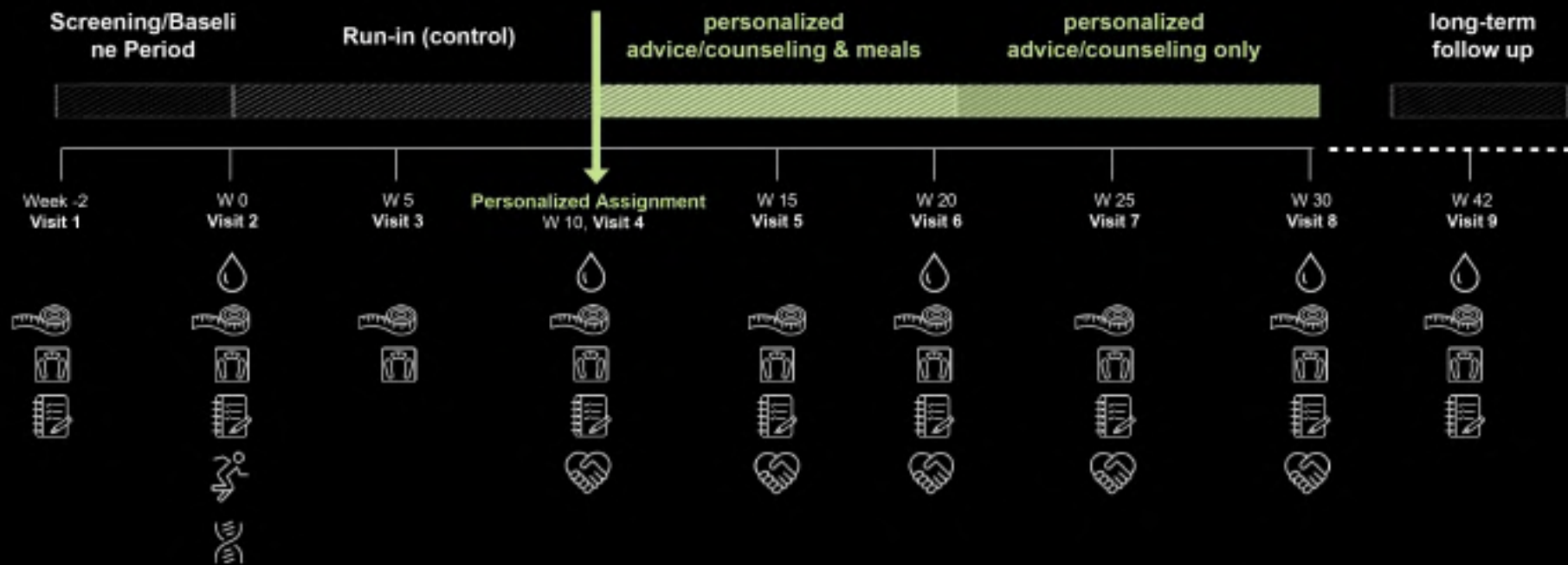
CHALLENGE RESPONSE



INDIVIDUALS

How Your Body Handles Fat





Screening/Baseline
e 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

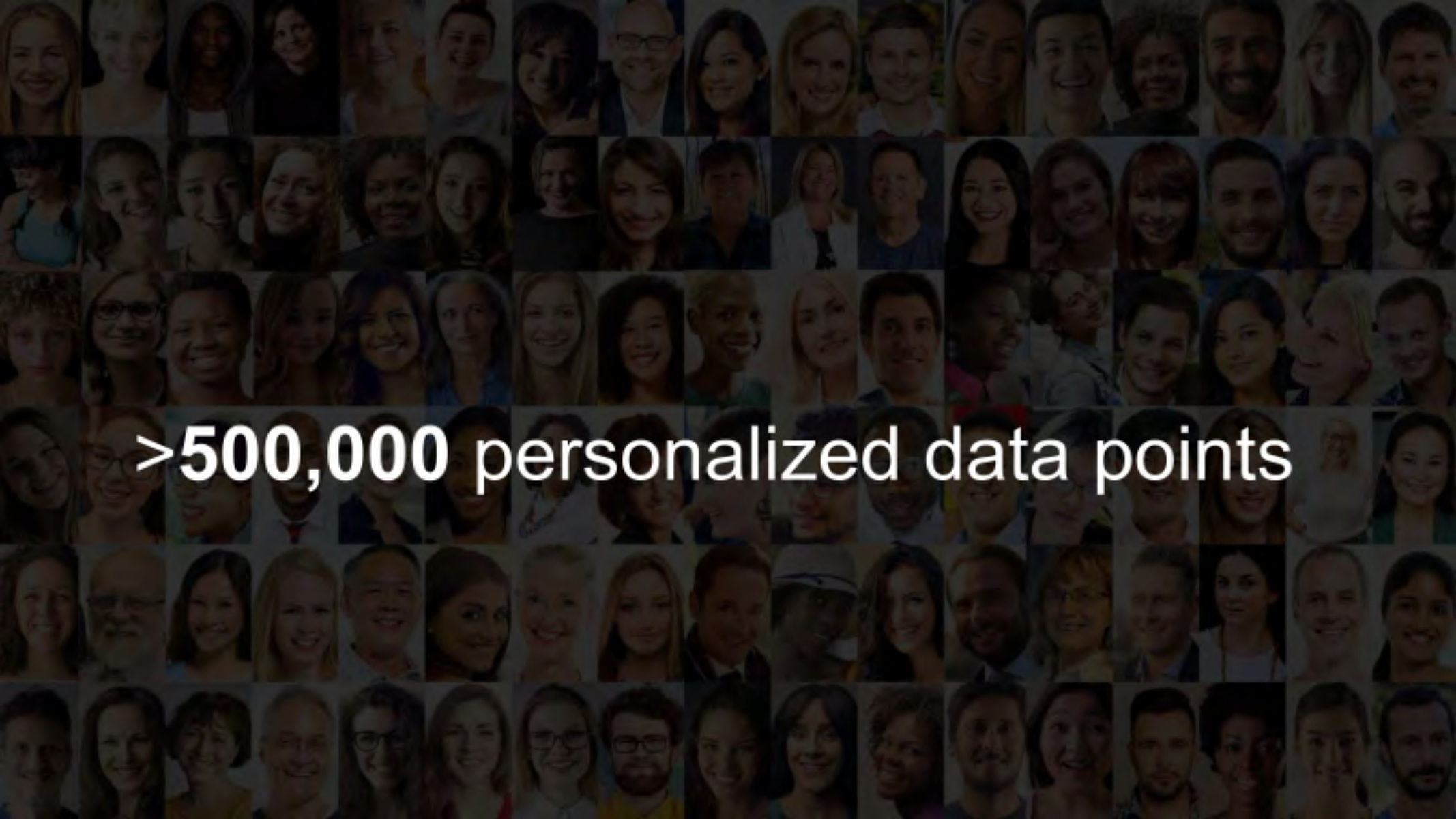
W 25
Visit 7

W 30
Visit 8

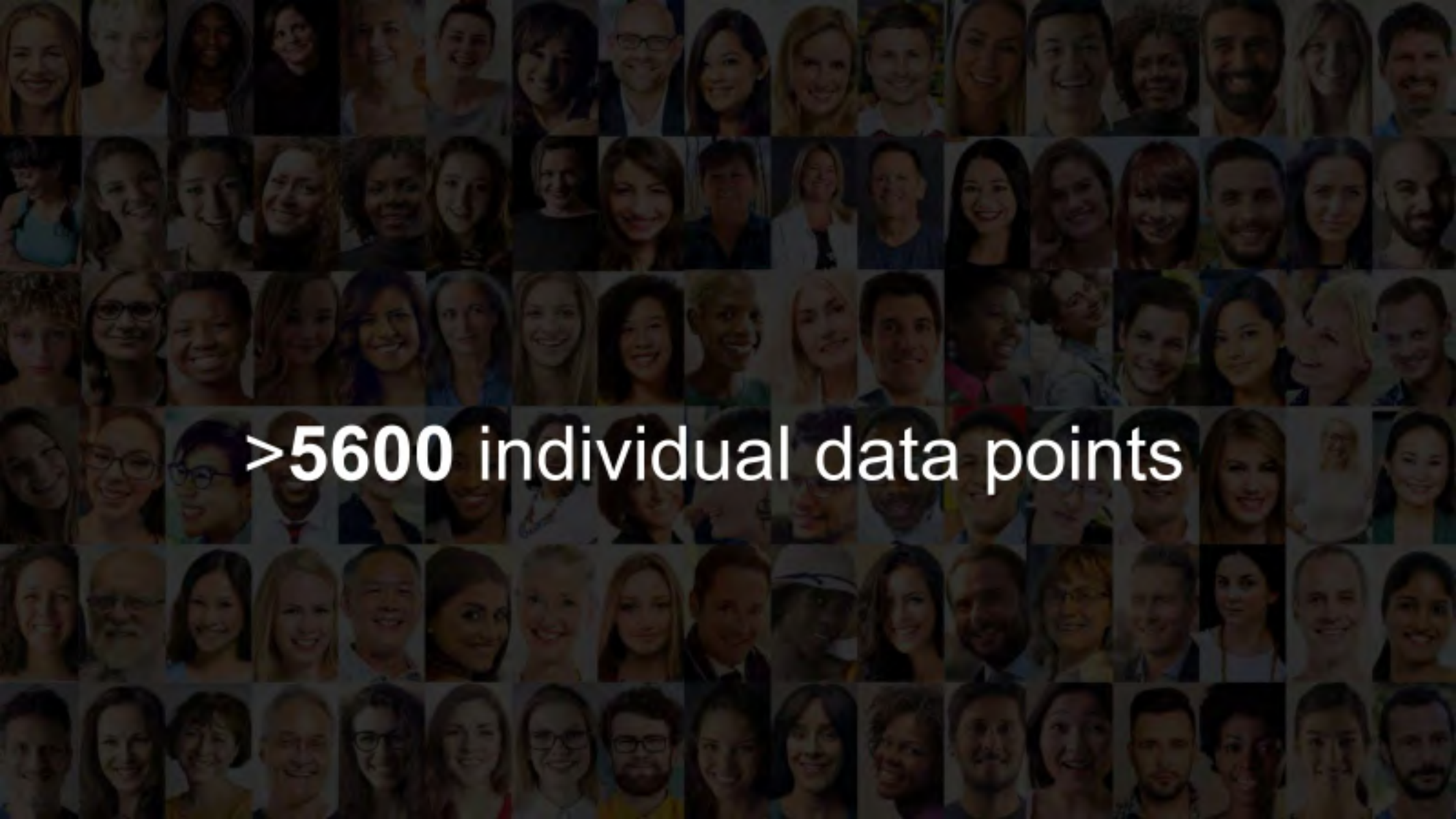
W 42
Visit 9







>500,000 personalized data points



>5600 individual data points

A background image consisting of a grid of many small, diverse human faces, mostly smiling, in various ethnicities and ages. The faces are slightly faded and serve as a backdrop for the text.

67%

Overweight or Obese

A background image consisting of a dense grid of many small, diverse human faces, mostly smiling, in various ethnicities and ages. The faces are slightly faded and serve as a backdrop for the text.

67%

Elevated - High BMI

A grid of diverse human faces, including men and women of various ethnicities and ages, all smiling or looking towards the camera. The grid is composed of many small, square portraits.

54%

Elevated LDL Cholesterol

A background grid of many diverse human faces, mostly smiling, in various ethnicities and ages. The faces are slightly faded and arranged in a regular grid pattern.

23%

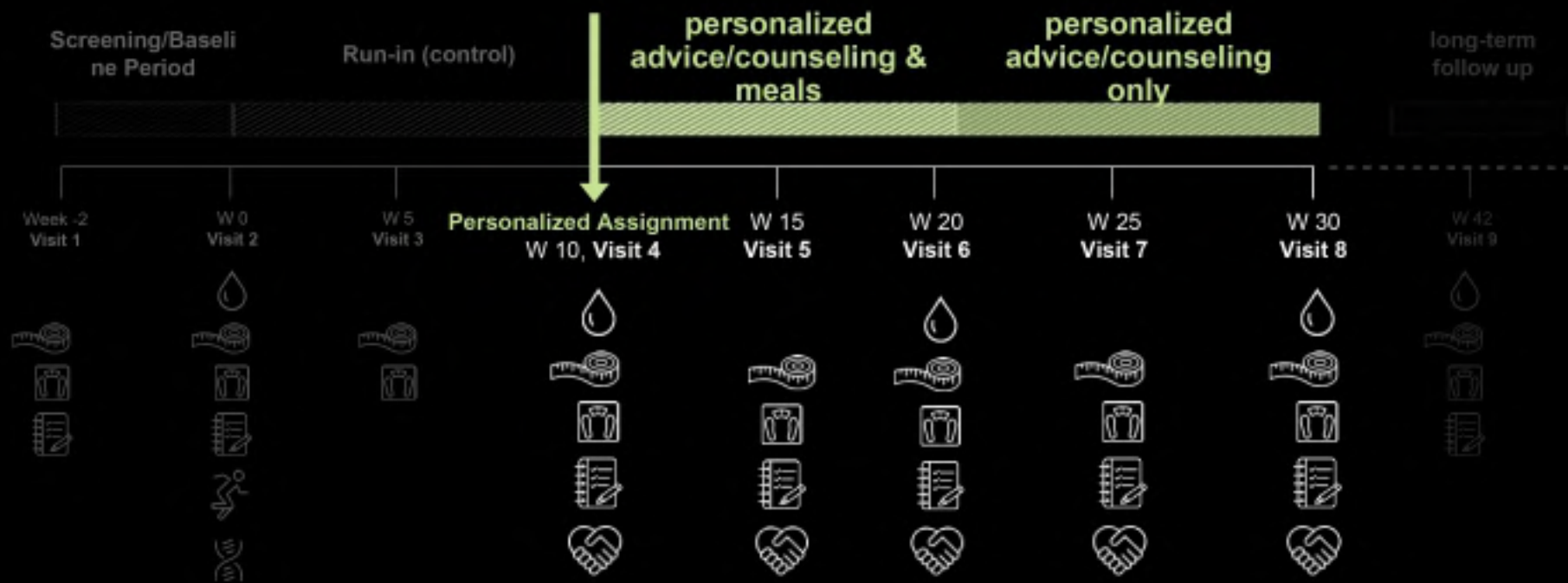
Elevated Total Cholesterol

A grid of diverse human faces, including men and women of various ethnicities and ages, all smiling or looking positively. The grid is darkened to serve as a background for the text.

WAITING FOR CLINICAL RESULTS

xx%

Lacked Eating Confidence







-76 lbs

Top 10 Biggest Losers Women



-118 lbs

Top 10 Biggest Losers Men



-230 lbs

Total Weight Loss



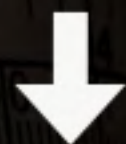
74%

of total decreased their BMI



82%

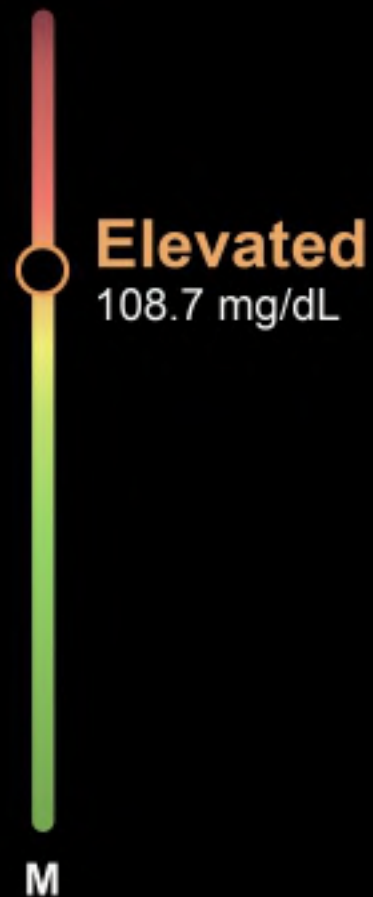
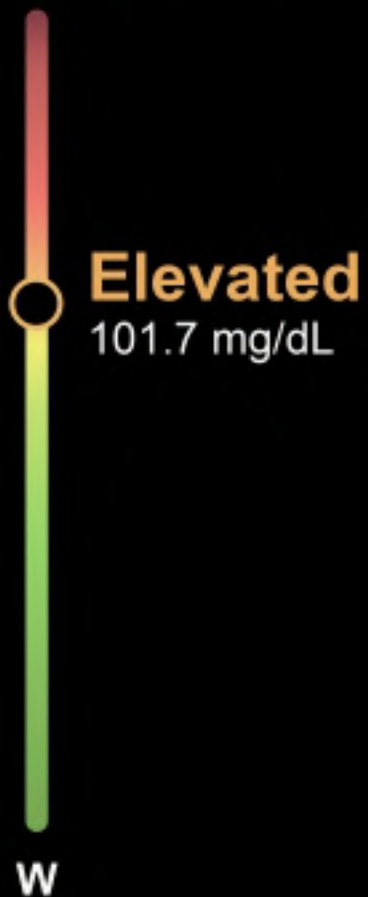
of weight loss goal decreased their BMI



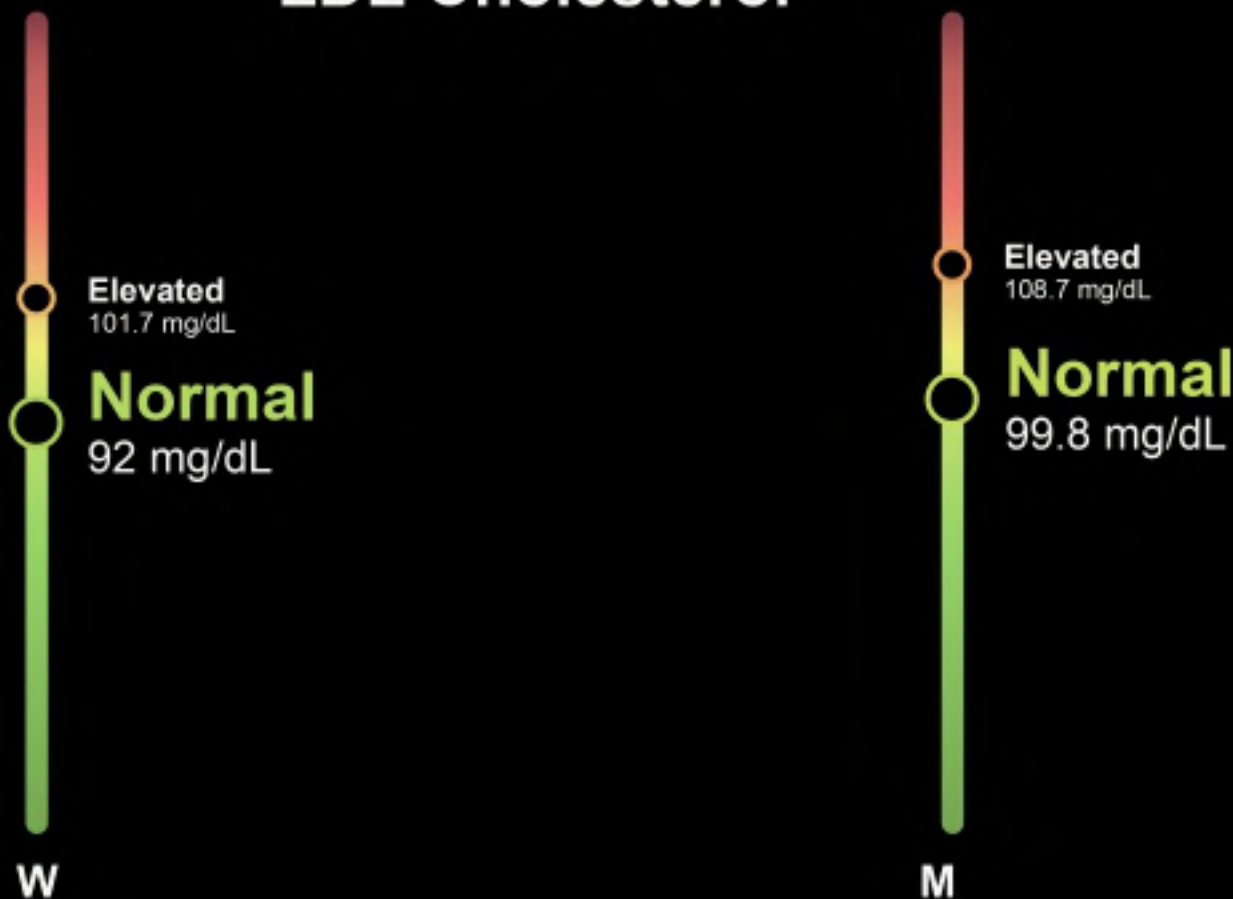
25%

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



xx%

Less Snacking

xx%

Emotional Eating

WAITING FOR CLINICAL RESULTS



xx%

Adherence to Nutrition Plan



WAITING FOR CLINICAL RESULTS

xx%

Increase Their Eating Confidence



Like Comment Share Bookmark

Liked by [kathleenhess](#), [kikiell](#) and 18 others

mealprep! I got my blood results about six weeks ago and found out I am a Plant Seeker—meaning, my body does best when I am eating mostly plant food. This has freed up an enormous amount of head space for me... space that used to be filled reading the latest nutrition news and cookbooks. Today felt like a right of passage of sorts as I purged the cookbooks that no longer fit into this way of eating. More space in my brain= more space on my kitchen shelves. [#plantnutrition](#) [#personalizednutrition](#)

142

IDEAL
FOOD
FOR YOU



IDEAL
FOOD
FOR YOU



IDEAL
FOOD
FOR YOU

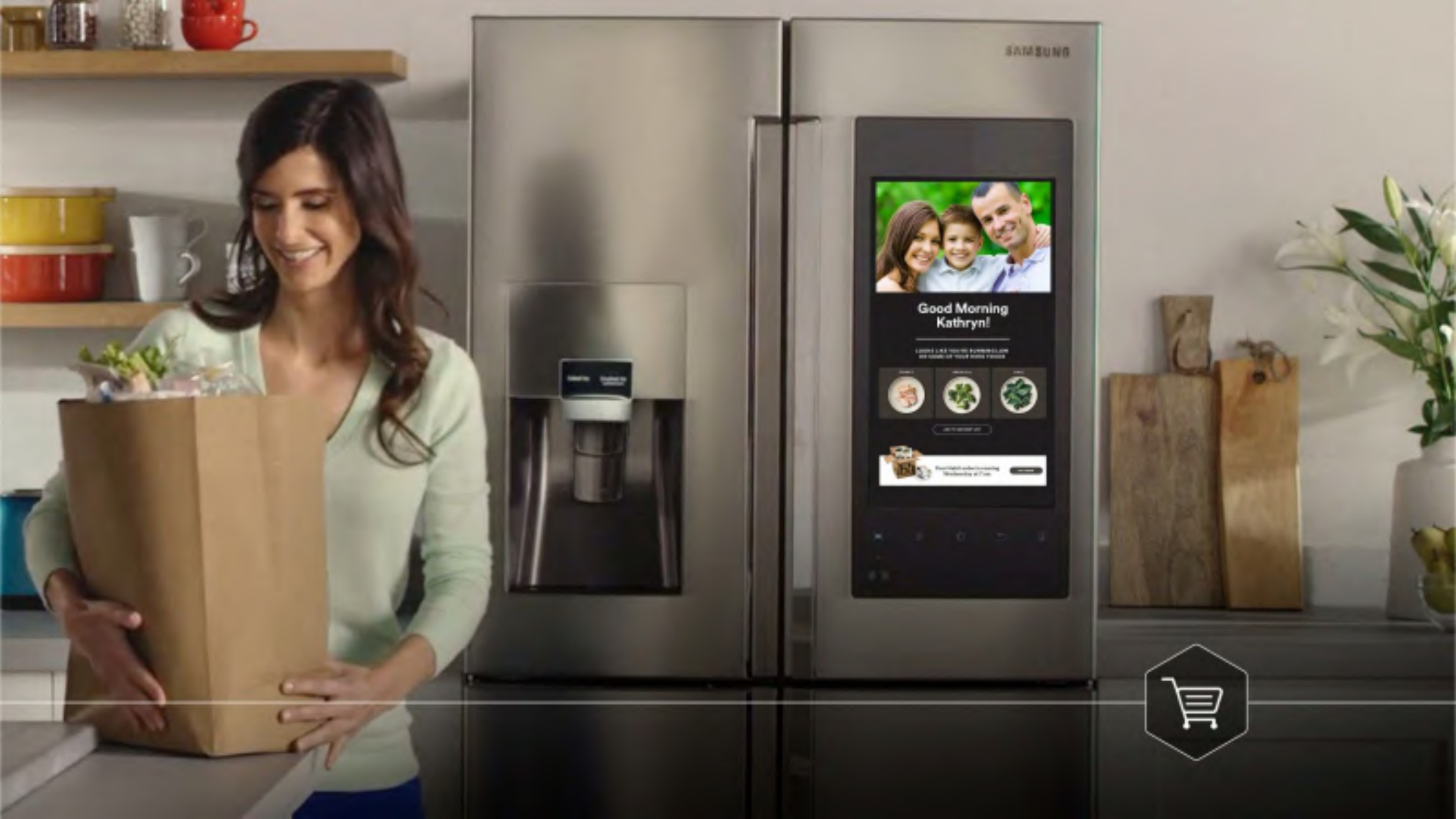


IDEAL
FOOD
FOR YOU



IDEAL
FOOD
FOR YOU



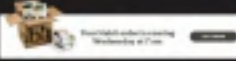


SAMSUNG



Good Morning Kathryn!

SHARE LIKE YOU'RE SHARING TO ONE OF YOUR SMART PHONES



SALMON

IDEAL OMEGA-3
SOURCE FOR YOU



YOU ARE
GLUTEN
SENSITIVE



RECOMMEND
TO NOT EAT



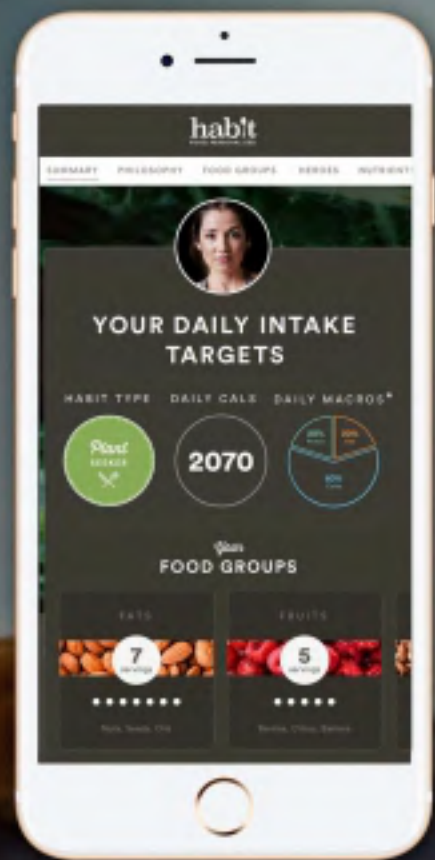


KETOSIS
LEVEL



OPTIMAL





IDEAL
MEAL

FOR YOU



IDEAL
MEAL

FOR YOU





Pr 8%

Ft 23%

Cb 15%

IDEAL SNACK



FOR YOU

200 CALC



do the kind thing for your body, your taste buds & your world™
Made from whole and simple ingredients, KIND® snacks are taste indulgent. Whether you're at the gym, at the office, or on-the-go, KIND® snacks satisfy from the first bite till the very last.

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



Nutrition Facts	
8 servings per container	
Serving size 1 (30g)	
Calories 200	
% DV*	
20%	Total Fat 10g
10%	Saturated Fat 5g
5%	Trans Fat 1g
10%	Cholesterol 5g
10%	Sodium 10g
5%	Total Carbs 5g
5%	Dietary Fiber 2g
5%	Sugars 1g
Protein 1g	
10%	Vitamin B 10mg
10%	Vitamin C 10mg
5%	Iron 5mg
5%	Calcium 5mg
*Percent Daily Values are based on a diet of other people's secrets.	



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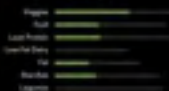


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Ada's Nutrition Needs



Food Groups



Roxy's Nutrition Needs



Food Groups



Caleb's Nutrition Needs



Food Groups

