

DIET & HEALTH



HEALTHY DIETS
Promote good health and provide



- Energy
- Protein
- Vitamins
- Minerals
- Essential fatty acids
- Fibre & Phytochemicals

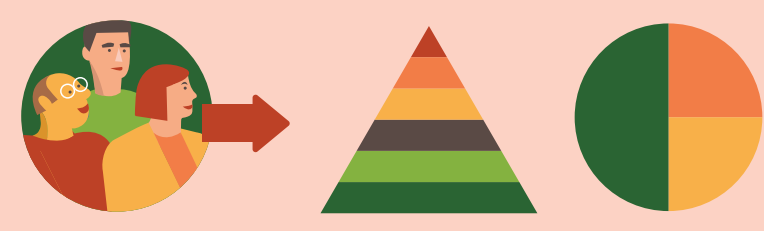


UNHEALTHY DIETS
Increase risk of mortality by



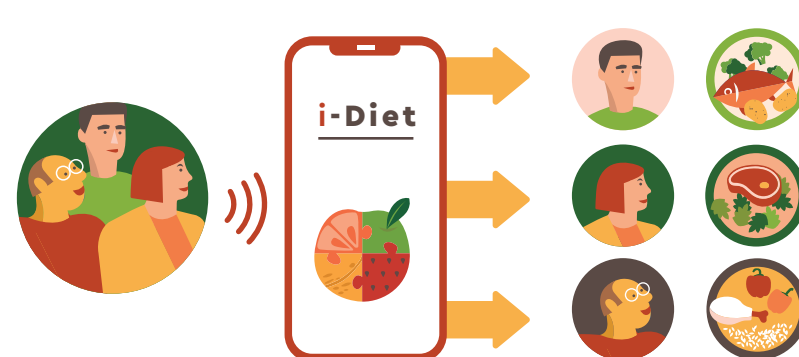
- Heart disease 53%
- Stroke 27%
- Diabetes mellitus 25%
- Cancer up to 34%

Source: Institute for Health Metrics and Evaluation (2020). GBD Compare. Based on the Global Burden of Disease Study 2019. Retrieved from <https://vizhub.healthdata.org/gbd-compare/>



'ONE-SIZE-FITS-ALL'

Traditional approaches provide the same dietary advice to everyone



PERSONALISED NUTRITION

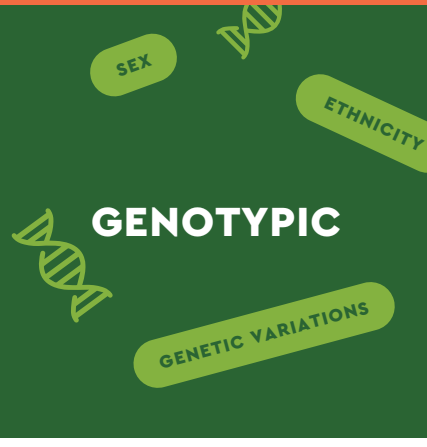
Personalised nutrition provides dietary advice specific to the nutritional needs of each individual

HOW CAN PERSONALISED NUTRITION HELP?

People differ in many ways and these difference can influence how we respond to foods and nutrients. Personalised nutrition provides dietary advice based on these differences.



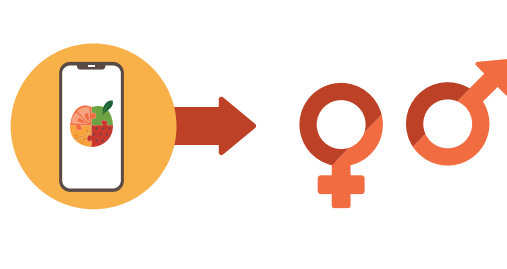
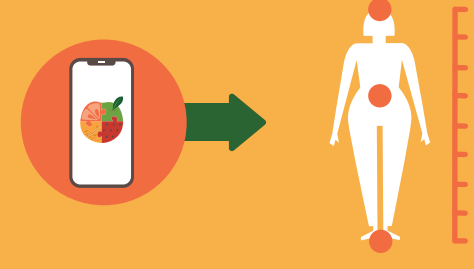
PHENOTYPIC
People with **high blood pressure** are recommended to consume a **low salt diet**



GENOTYPIC
Vitamin B2 can help reduce blood pressure for people with a **mutation in a specific gene** that increases their risk of high blood pressure

STANCE4HEALTH will take into account **age, height, weight, health status, allergies & intolerances.***

STANCE4HEALTH will take into account **sex differences.***



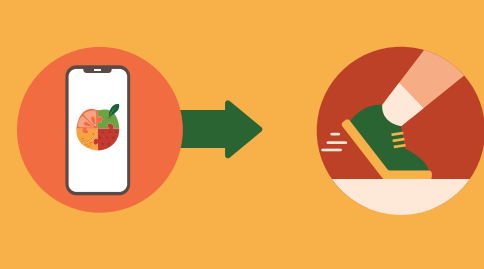
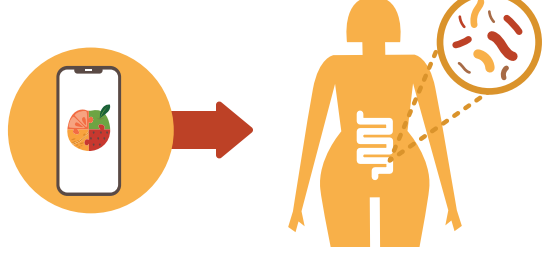
MICROBIOME
Certain **probiotics** can reduce symptoms of bloating and diarrhoea in people with **disturbed microbiomes**



PHYSICAL ACTIVITY LEVEL
People who **regularly exercise** can benefit from eating more **carbohydrates**

STANCE4HEALTH will provide personalised dietary advice based on an individual's **gut microbiota.***

STANCE4HEALTH will adjust requirements based on a person's **physical activity levels.***



- Muslims avoid **pork**; Hindus avoid **beef** etc.
- Vegans and vegetarians**
- Sensory and personal preferences**

STANCE4HEALTH will provide a wide selection of meal recommendations to accommodate for **personal and sensory preferences.***



*Results from the trials will be available during the next months.

WHAT IS THE CONSUMER'S VIEW ON PERSONALISED NUTRITION?

Being able to understand what drives consumers to use a personalised nutrition service is vital in shaping effective strategies, interventions, and product development. Discover the main insights from the Stance4Health consumer research below!



Consumers have an **intuitive understanding** of personalised nutrition



Mainly consumer with some **interest in healthy eating** will use personalised nutrition services



Consumers want to make sure that the **science behind personalised nutrition is solid**



Consumers want to make sure that **privacy of their data is ensured**



When personalised nutrition is provided by an algorithm, consumers would like to have the option of **contacting a human advisor**



Once consumers have adopted a personalised nutrition app, its **ease of use** and its ability to deliver **benefits** are decisive for continued use



A personalised nutrition app needs to be able to accommodate **individual differences in food preferences**

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