Food. It Just Got Personal

Neil Grimmer, founder & CEO, Habit, US
What foods are right for me?
40% With diabetes or pre-diabetes
66% Obese or overweight
33% Die of heart-related illnesses

2018 UNITED STATES HEALTH
THE BIOLOGY OF
You

DNA

BLOOD

BODY METRICS

ACTIVITY

HEART RATE

GUT MICROBIOME

METABOLIC FUNCTION

BMI CHOLESTEROL

FASTING TRI'S

DEPOSITION INDEX

GLUCOSE 120 MIN

TOTAL CHOLESTEROL

LDL CHOLESTEROL

BLOOD PRESSURE

FASTING GLUCOSE

50 MIN TRI'S

OMEGA 3 INDEX

CAROTENOIDS

VITAMIN A

90 MIN TRI'S

VITAMIN D

FASTING GLUCOSE

AR-A2A1 RATIO

MICROBIOME QUANTITY

MICROBIOME DIVERSITY SCORE

FTO RS9982229

CYPRAA 171680

METHYF 149288

HEART RATE

HEART RANK

GUT MICROBIOME

METABOLIC FUNCTION

SLEEP

WEIGHT

ADAM12 +490770

ADAM9 +460172

FTO +1071090

PTG +1071060

CTTFLA +1070156

CORE MEASUREMENT

GLICK A +703004

ADAM12 +490770

ADAM9 +460172
How Your Body Handles Fat
How Your Body Handles Fat
Week 2:
Visit 1

Visit 2
W 0

Visit 3
W 5

Visit 4
W 10, Visit 5

Visit 5
W 15

Visit 6
W 20

Visit 7
W 25

Visit 8
W 30

Visit 9
W 42

Screening/Baseline Period
Run-in (control)

Personalized Assignment

personalized advice/counseling & meals

personalized advice/counseling only

long-term follow up

Personalized Assignment

personalized advice/counseling only
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

Screening/Baseline 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

Run-in (control) personalized advice/counseling & meals personalized advice/counseling only long-term follow up
>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

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

- Elevated 101.7 mg/dL
- Elevated 108.7 mg/dL
78% Lowered LDL Cholesterol

W
Normal 92 mg/dL
Elevated 101.7 mg/dL

M
Normal 99.8 mg/dL
Elevated 108.7 mg/dL
-22% Total Fat Intake

-23% Daily Saturated Fat Intake

+11% Daily Dietary Fiber Intake
Daily Vitamin A Intake: +36%
Daily Vitamin C Intake: +46%
Daily Potassium Intake: +16%
-22% Alcohol
-23% Sugary Beverages
+11% Non-Starchy Veggies
WAITING FOR CLINICAL RESULTS

Adherence to Nutrition Plan: XX%

Less Snacking: XX%

Emotional Eating: XX%
WAITING FOR CLINICAL RESULTS

xx%

Increase Their Eating Confidence
Liked by kateswass, kikkutt and 14 others

remarked: I got my habit results almost six weeks ago and found out I am a Plant Eater—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 I used to fill reading the latest nutrition news and cookbooks. Today felt like a right of passage of sorts as I prepared a few foods that no longer fit into this way of eating. More space in my brain, more space on my kitchen shelves.

@habinutrition #personalizednutrition
YOUR DAILY INTAKE TARGETS

HABIT TYPE  DAILY CALS  DAILY MACROS

Plant Based  2070

Your FOOD GROUPS

FATS  FRUITS

7  5

Nuts, Seeds, Oil  Berries, Citrus, Bananas