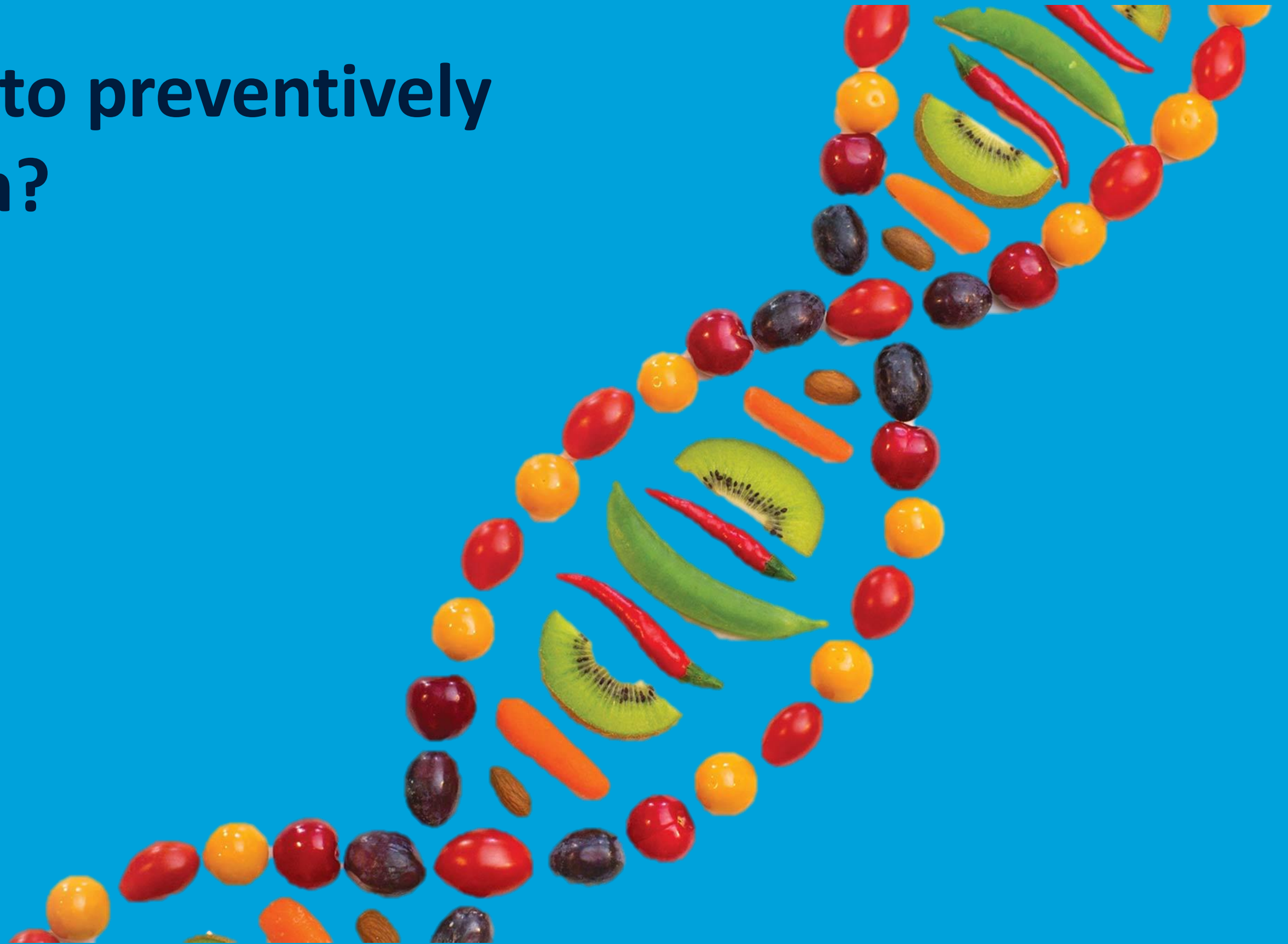


# What's the best way to preventively influence your health?

Marco Retel  
CCO MiFood  
13 June 2024



Maastricht University



MiFood  
personalised nutrition

provincie limburg



Maastricht UMC+

# THE BIGGER PICTURE..

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Growing & aging population

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Increasing healthcare costs

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1.4 Million people in the NL have prediabetes

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War for talent, staff retention

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Protein transition, healthy living & eating

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Future of the industry

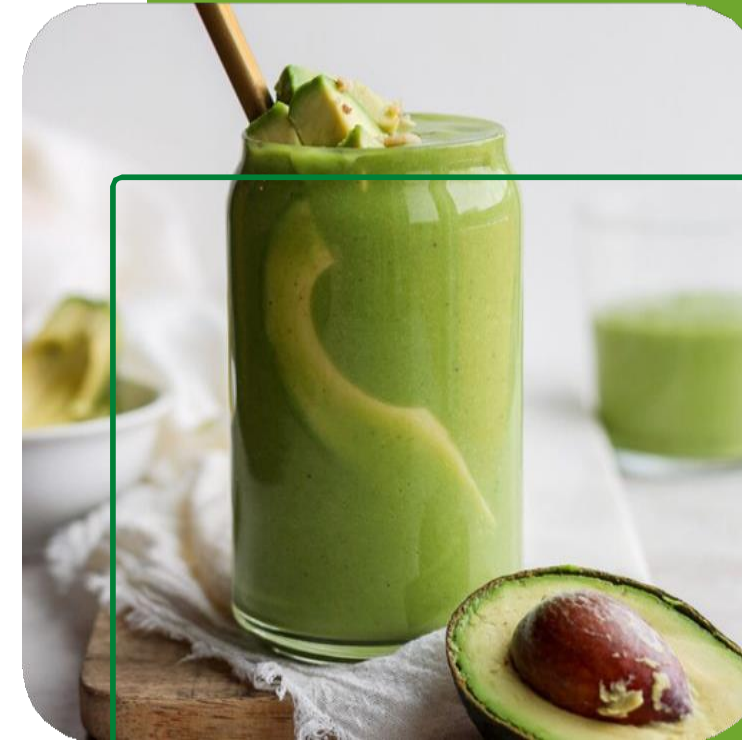




# What is healthy eating..

- Nutrition = health
- Dutch Health Council: eat 500 grams mix of fruit and vegetables daily

**Less than 5% of Dutch adults meets this requirement**







# What is personalized nutrition?

- Optimal nutrition depending on personal needs.
- Stage of life;
- Weight and physical activity;
- Genetic background.



# Complexity and variation

- Ingredients have different functions.
- More of the same is not necessarily better.
- Interactions can amplify functions.
- Complex combinations can provide additional protection against

→ Aging;

→ Chronic diseases







# MiFood scientific research development of new concept

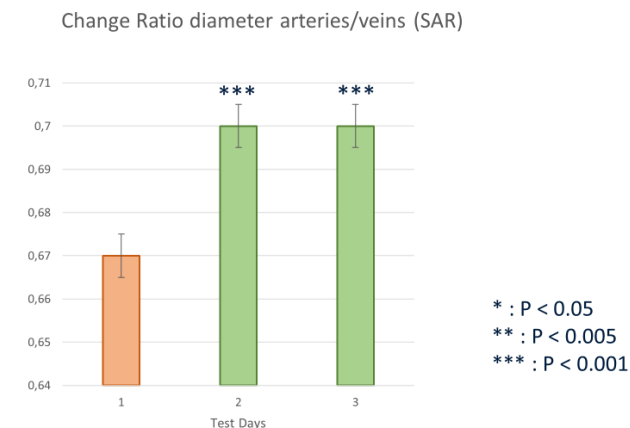
## Human Food Intervention Study:

- 200 healthy participants joined
- With different genetic backgrounds;
- Smart mixes, different combinations of fruits and vegetables (Joycies);
- Measuring health effects;
- Focused on developing nutritional advice on an individual level.

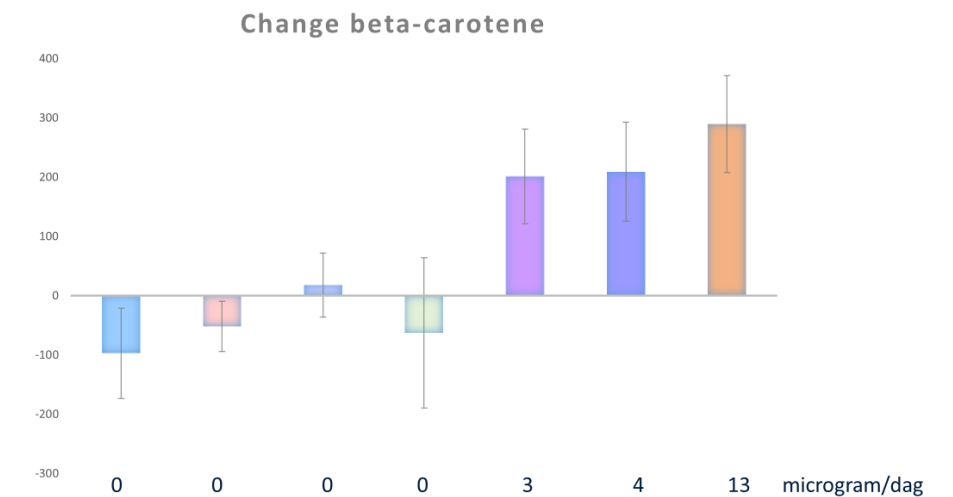
The results were much better than expected in terms of resistance level and speed it occurred

# MiBLEND Study (Bioactive Lead to Enhanced Defense)

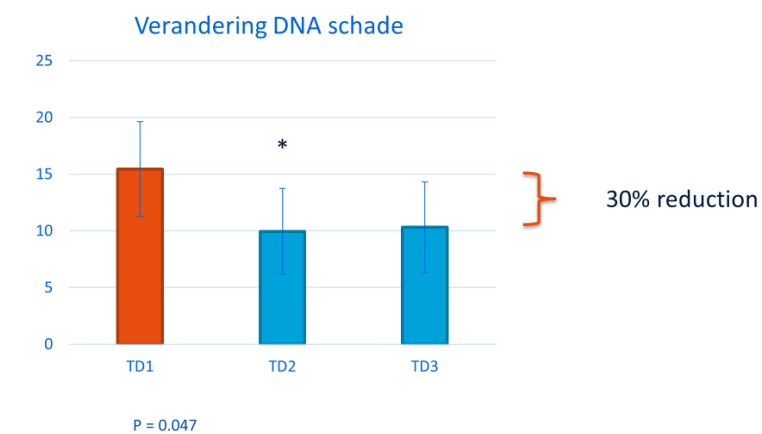
## 3. Effect on blood vessels



## 1. Blood values of active substances



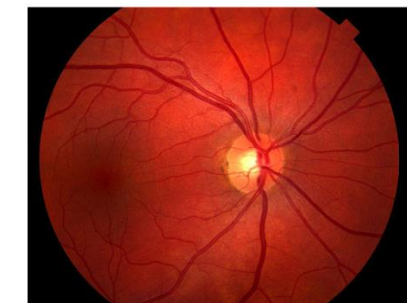
## 4. Effect on DNA damage



## 2. Effect on blood vessels

Blood vessels in the eye say a lot about the vessels throughout the body.

Predictive of blood pressure changes;  
Lung function; Effects of diabetes.







## MiFood Joycies

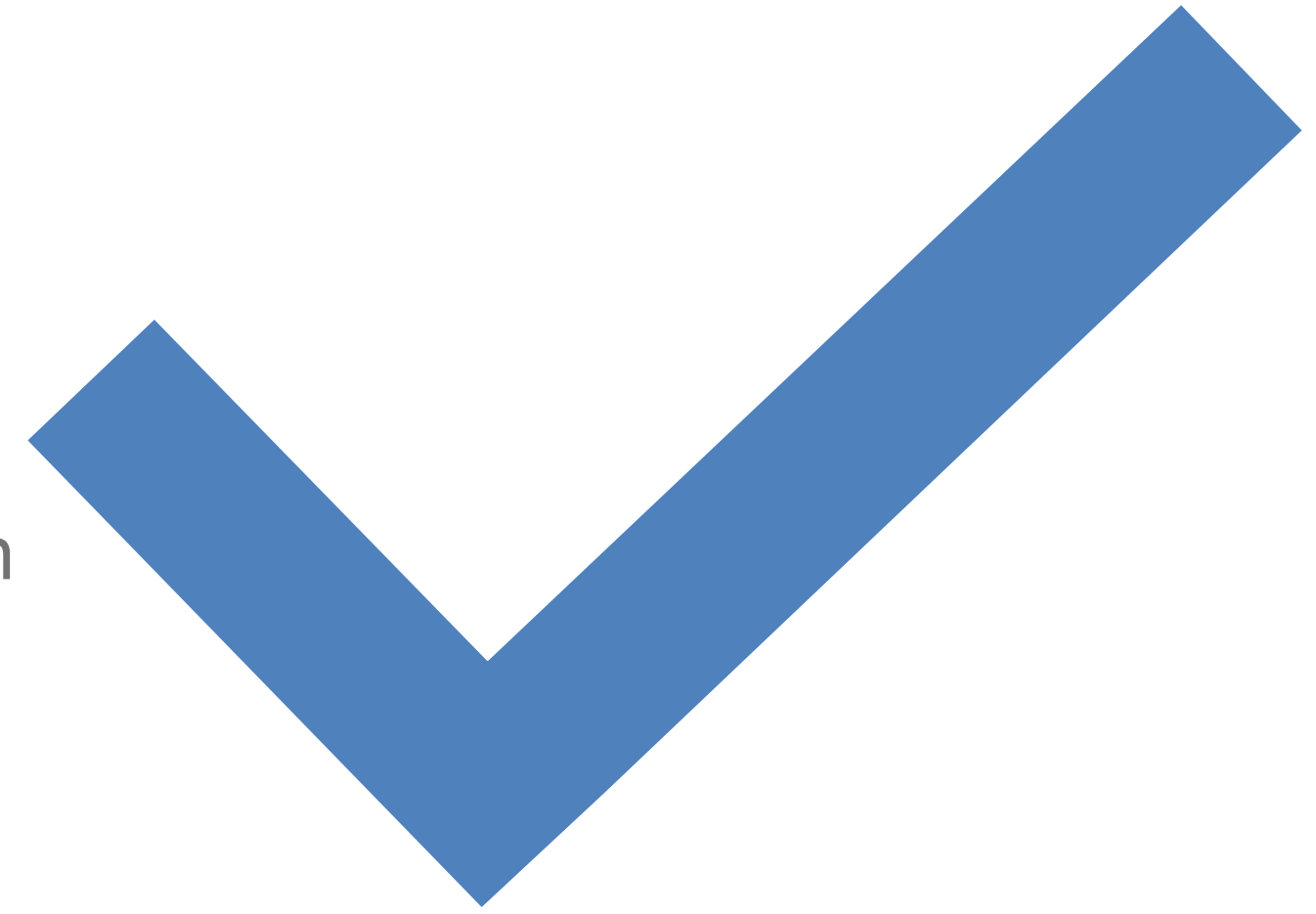
### Fruit & Vegetables mixes

- No added sugars
- No other additions or flavour enhancers.
- No substances to increase shelflife
- 100% natural
- Nutriscore A
- Full of vitamins, minerals, fibers and antioxidants.



## So, what's in it for me?

- 1) Three years of research has been completed, with unique health outcomes
- 2) Consumer products are ready
- 3) Consumption of vegetable-fruit mixes indicates protection against various chronic diseases;
- 4) Broad Joycie mix provides health promotion for everyone in a simple way;
- 5) In the long term: personalized advice combined with monitoring and feedback (e.g. blood test, retina scan)



Our mission is increasing resistance to lifestyle diseases

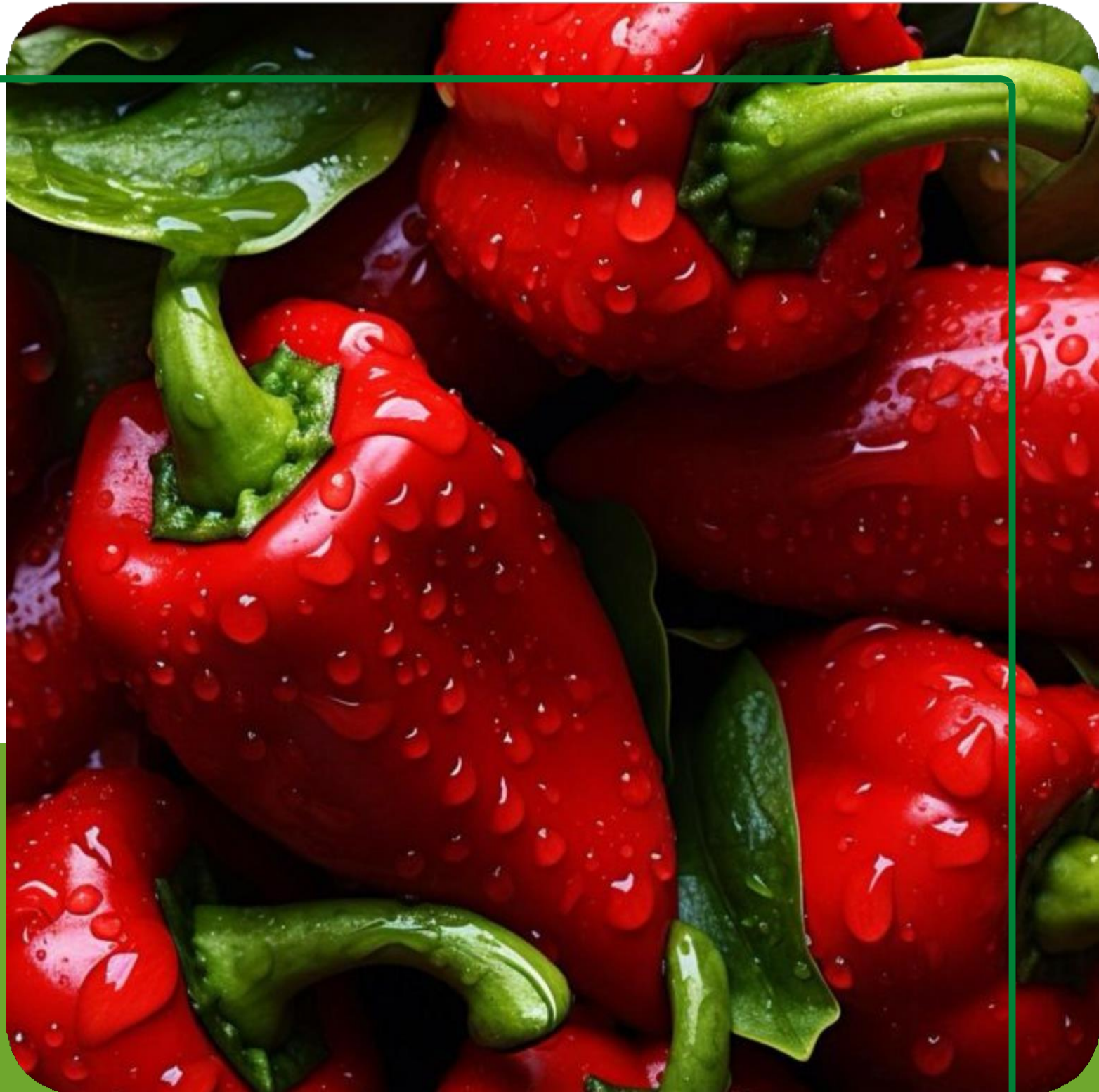


# Products available

## New product development ongoing







# Conclusions:

- 1 Direct link between healthy food and preventive health impact
  - 2 Measurable change in blood values. improved blood vessel & protection against DNA damage
  - 3 MiFood as supplement to daily eating
  - 4 Increases your immune system
  - 5 Fruit & vegetable combinations are effective
- Addresses critical business issues.



You like to stay healthy, love  
nutritious and delicious food?  
please contact me:

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