

vita•stiq<sub>2</sub>



World's first personal device for  
vitamin and mineral status check.  
Now using Bluetooth.

THE **STORY** BEHIND

vita•stia



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## SMART SOLUTION FOR HEALTHY LIVING

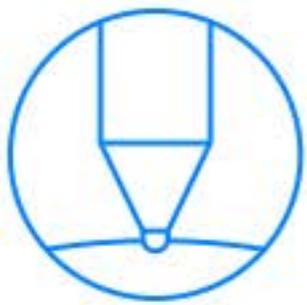
Vitastiq is a single innovative hardware and software concept that provides a personalised way of checking the vitamin and mineral status through a smartphone.





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TRACK THE NUTRIENT STATUS



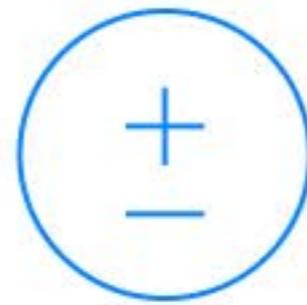
CHECK

your vitamin &  
mineral levels



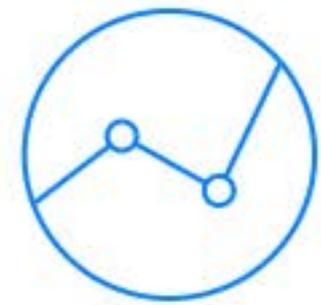
GET ADVISED

on improving  
your vitality



PREVENT

onset of  
symptoms



TRACK & MONITOR

your nutrient  
status



Wireless connection to smartphone via Bluetooth  
[transfers electrical conductance value to a smartphone]



SIMPLE. EASY. CONVENIENT.



profiles

anonymous

dean

vanda

**marcy**



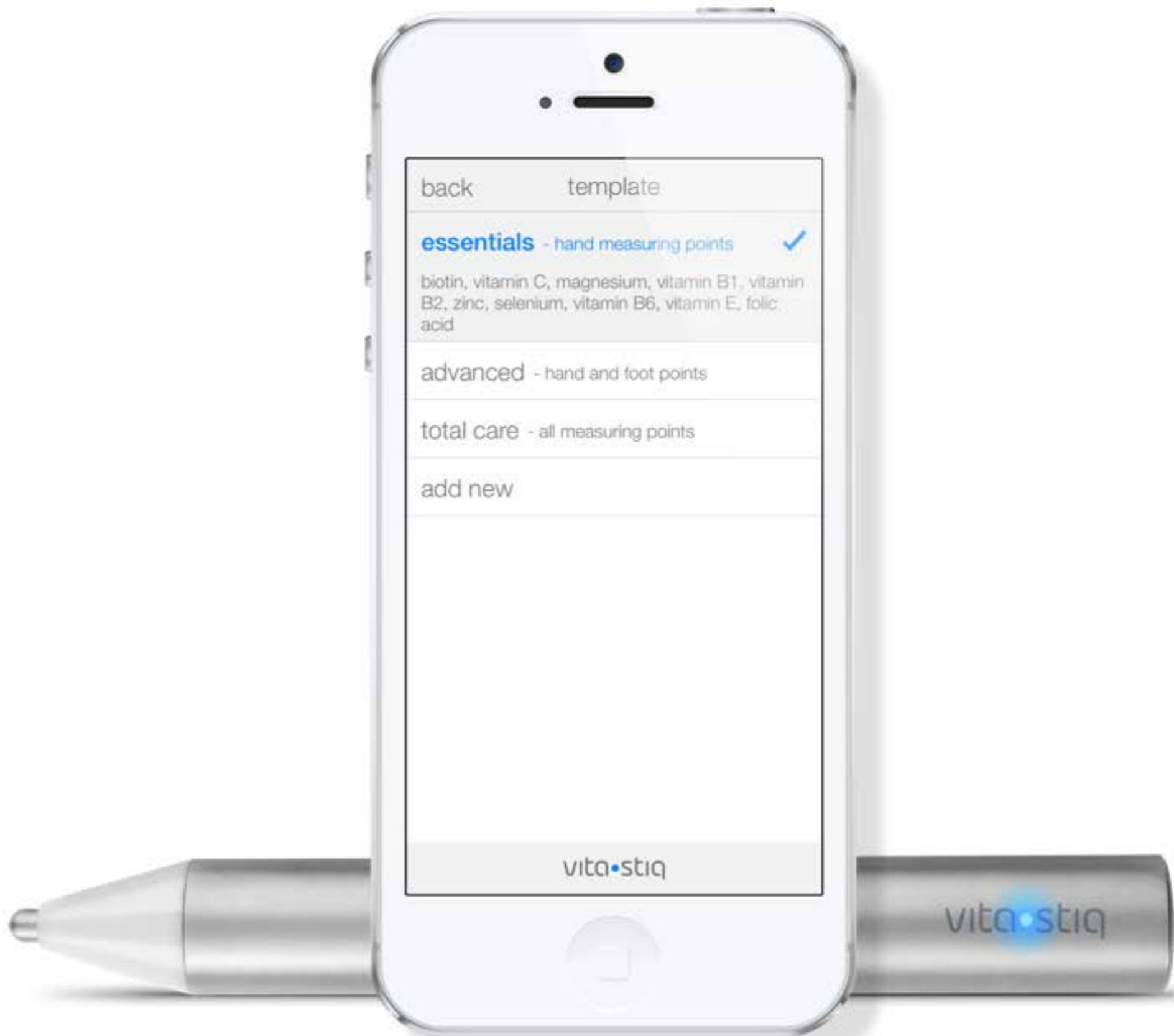
add new

done

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edit

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back

template

**essentials** - hand measuring points ✓

biotin, vitamin C, magnesium, vitamin B1, vitamin B2, zinc, selenium, vitamin B6, vitamin E, folic acid

advanced - hand and foot points

total care - all measuring points

add new

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back measurement next

Centre the tip of the device a few millimetres (approx. a tip's width) below the nail of an index finger aligned with its left edge, or if you measure on right hand, aligned with its right edge.

If necessary, slightly move the tip to find the highest value as this shows the correct point position (at the exact acupuncture point you should get the highest value).

reference point done ✓

biotin  ✓

vitamin C  ✓

magnesium  ✓

vitamin B1  ✓

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user, 2015-04-02, 10:56

biotin     HIGH

vitamin C     GOOD

magnesium     GOOD

vitamin B1     LOW

vitamin B2     MILD

zinc



selenium     GOOD

vitamin B6     GOOD

vitamin E     LOW

done vita•stiq report

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## CHECKS THE STATUS OF 30 MOST IMPORTANT VITAMINS AND MINERALS

Biotin  
Vitamin C  
Magnesium  
Vitamin B1  
Vitamin B2  
Zinc  
Selenium  
Vitamin B6  
Vitamin E  
Folic acid

Chromium  
Vitamin A  
Glucosamine  
Vitamin B12  
Manganese  
Vitamin B3  
Omega 3-6  
Vitamin B5  
Vitamin D  
Calcium

Potassium  
Sodium  
Iodine  
Iron  
Pepsin  
Haemoglobin  
Coenzyme Q10  
Copper  
Bile acid  
Proteins

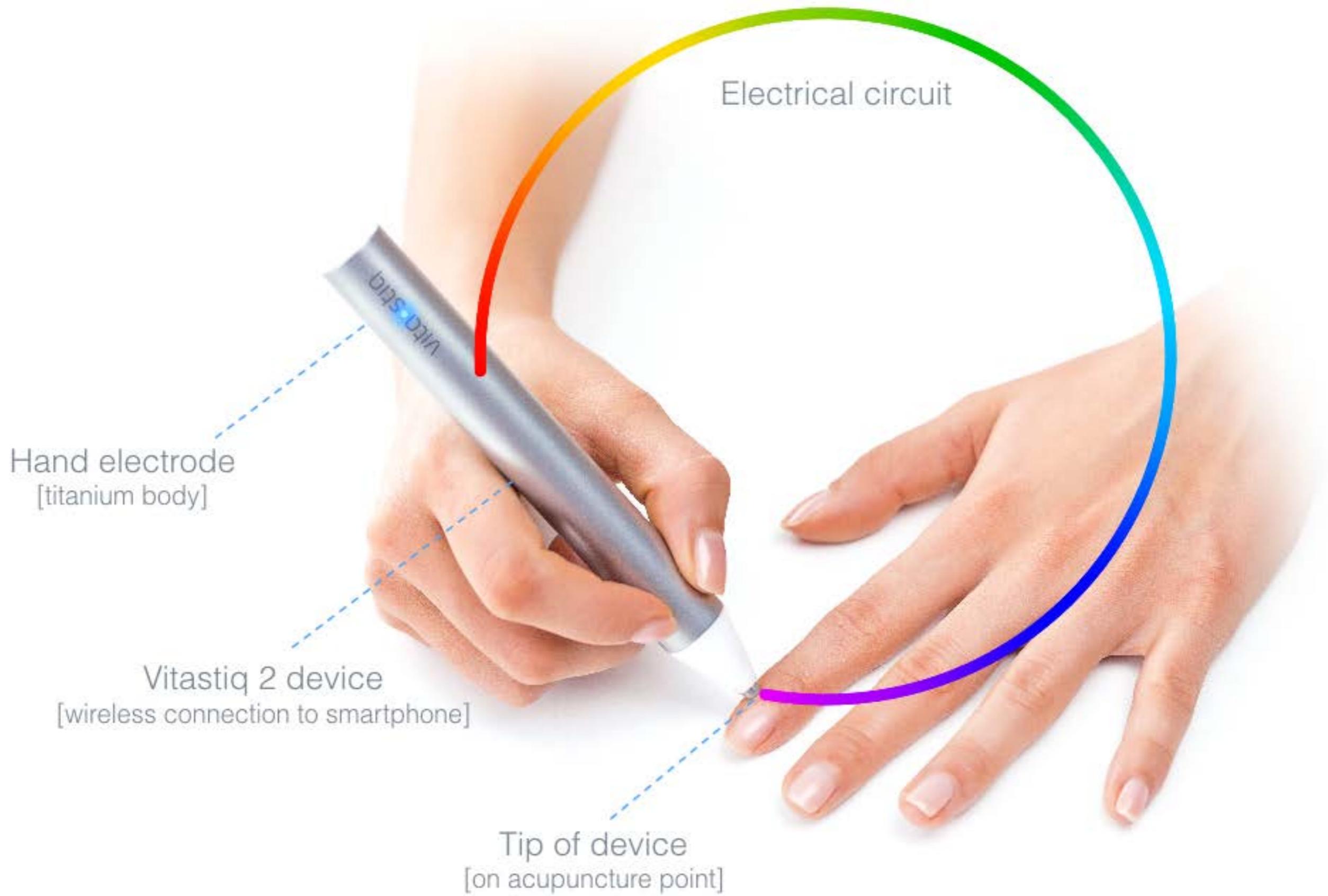




## THE EVOLUTION OF TRADITIONAL KNOWLEDGE.

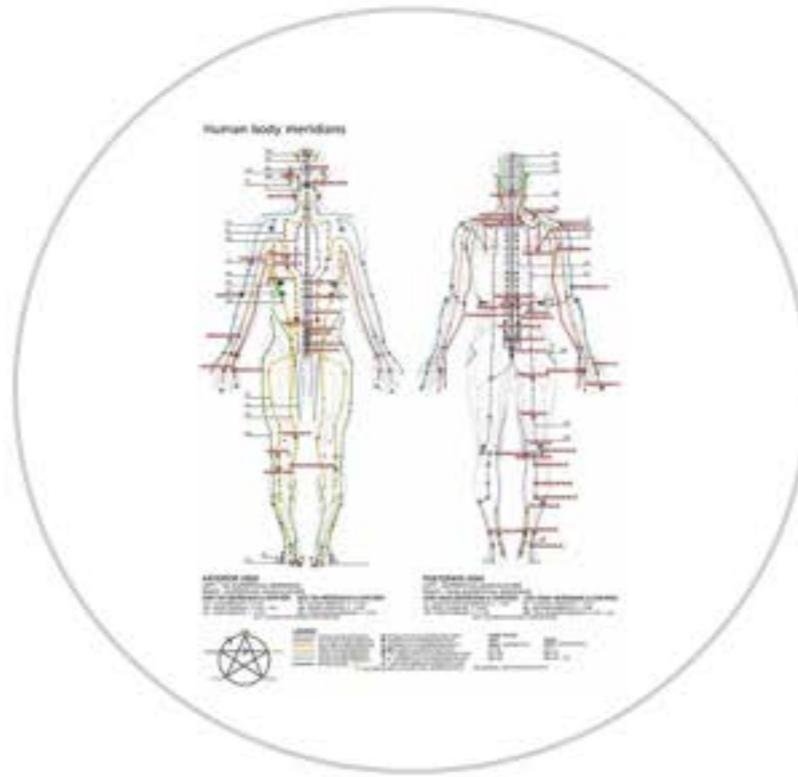
Vitastiq is a single innovative concept that connects EAV methodology to a smartphone using the Bluetooth technology.

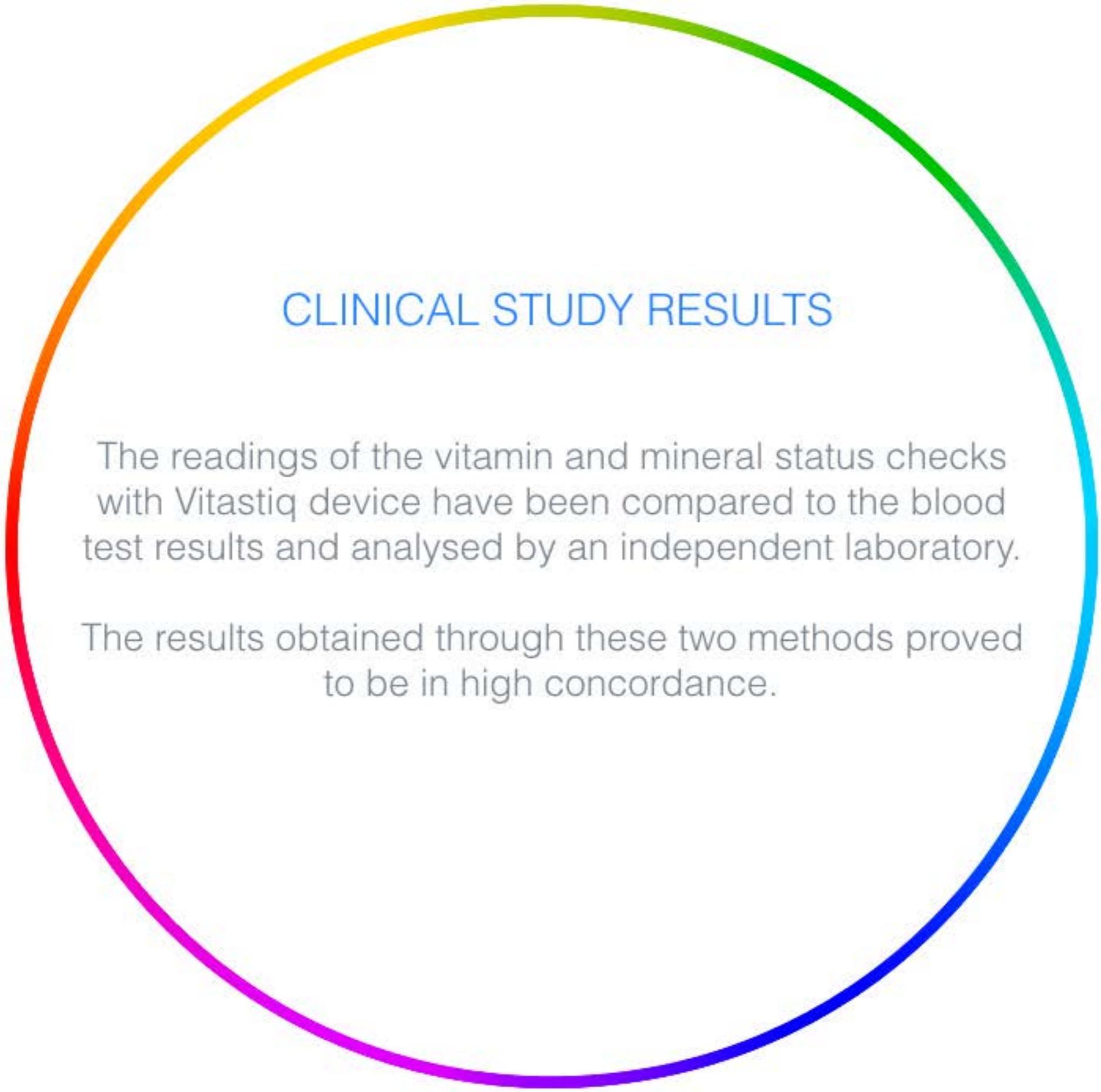
EAV (electro-acupuncture) methodology is based on traditional Chinese acupuncture and its energy patterns. The knowledge of these points serves as a basis for the EAV measuring method.



## EAV METHODOLOGY

- Used for over 50 years around the world.
- Well-known method accepted by nutritionists, pharmacists and other experts.





## CLINICAL STUDY RESULTS

The readings of the vitamin and mineral status checks with Vitastiq device have been compared to the blood test results and analysed by an independent laboratory.

The results obtained through these two methods proved to be in high concordance.



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Unique concept that makes it possible for users to monitor their vitamin & mineral levels, anytime, anywhere - at an affordable price.

REASONS BEHIND

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- 
- Global dietary supplements market was estimated at 123.3 billion USD in 2015
  - The supplements market is expected to reach 252.1 billion USD by 2025
  - Supplements market in the USA was 36.7 billion USD in 2014
  - Consumers are looking for affordable and convenient solutions
  - Vitastiq is the FIRST and ONLY such solution in the world

**Proven  
market potential**

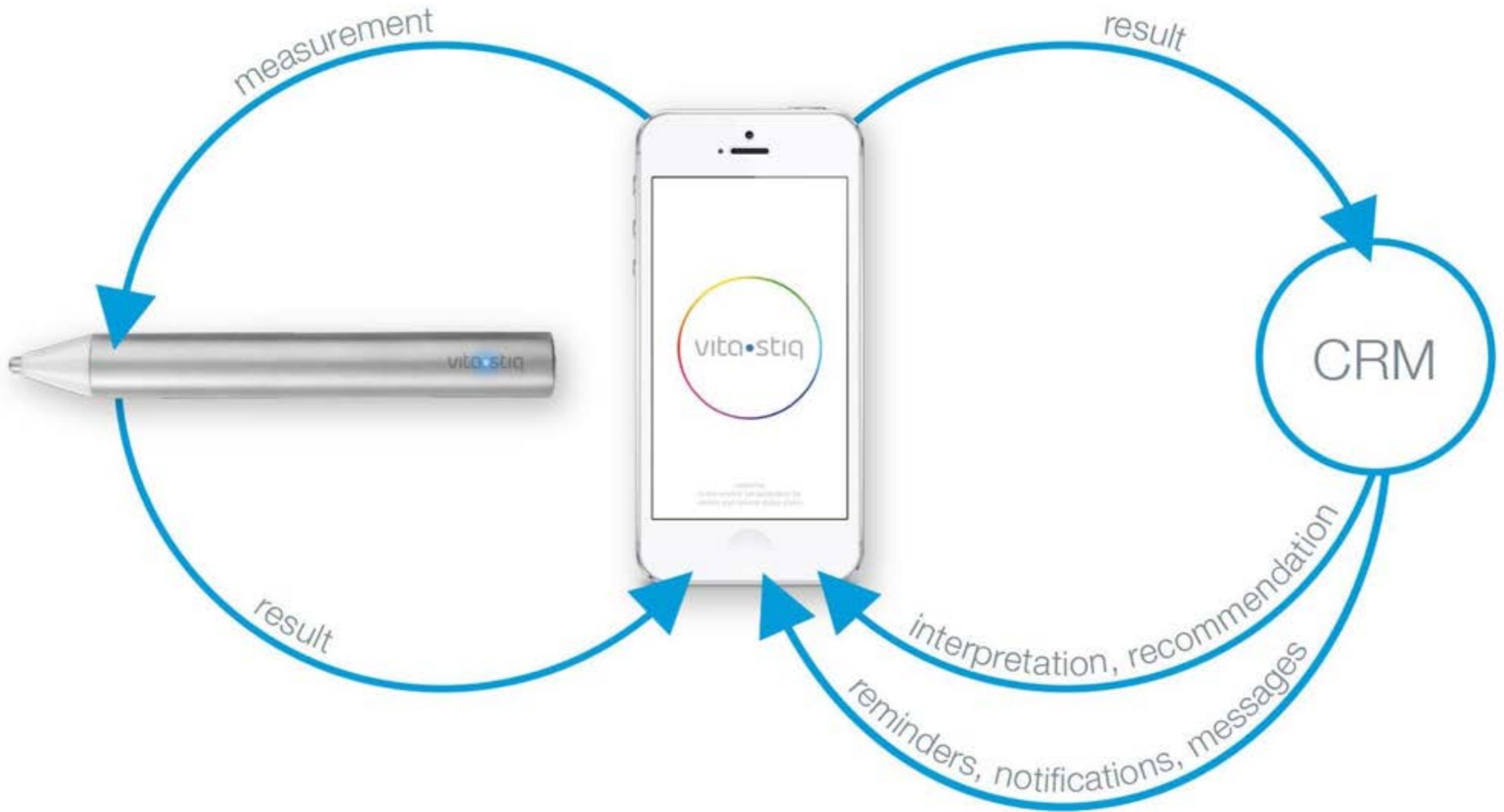
Vitastiq has been sold in more than 80 countries around the world



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**COMMUNICATION** WITH USERS

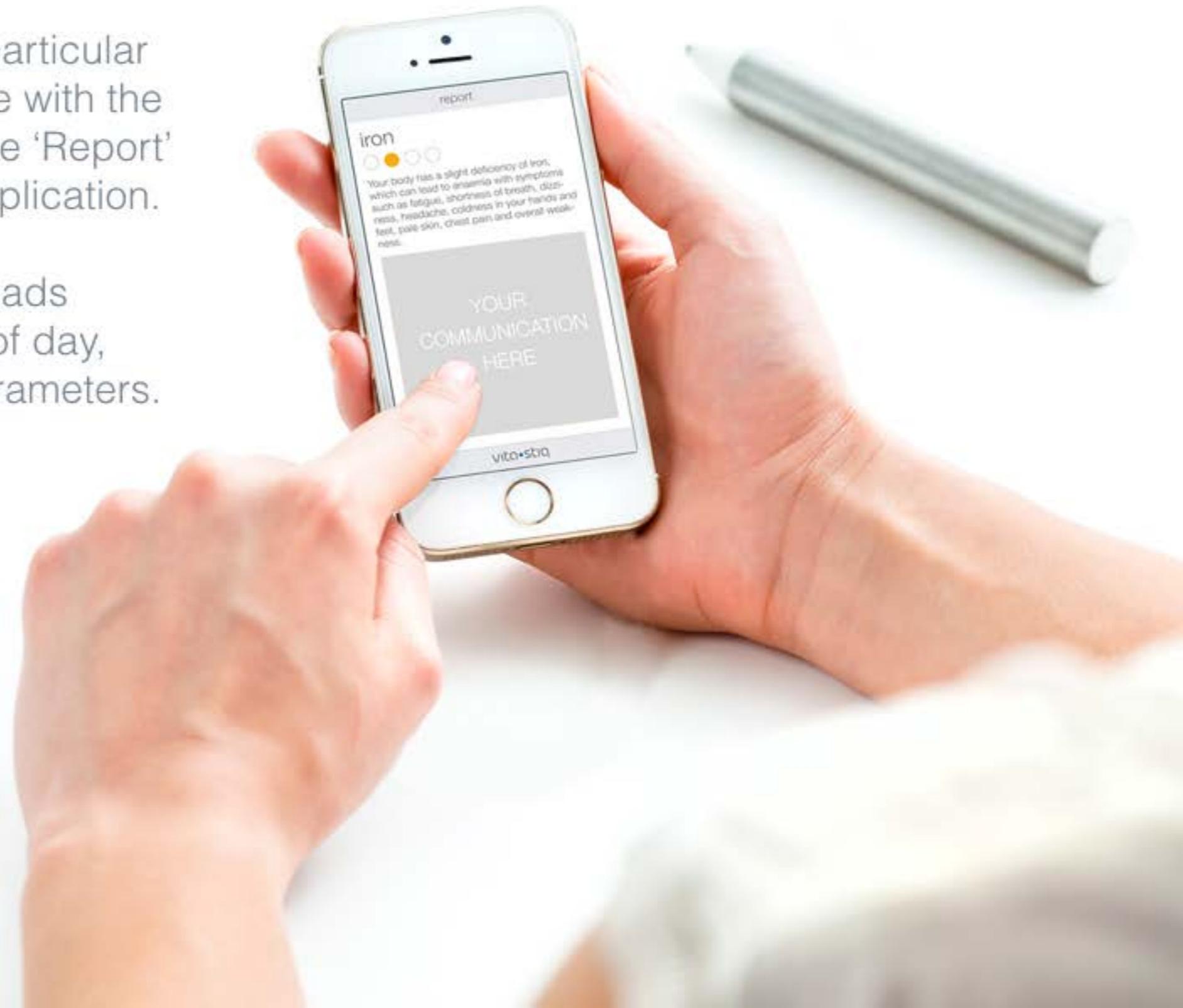
vita•stiq



## IN-APP ADVERTISING

You can advertise your particular product(s) in accordance with the user's readings, within the 'Report' section of the Vitastiq application.

You can also target your ads based on location, time of day, language and similar parameters.



# PUSH NOTIFICATION

Push notifications are a great way to communicate with your users. By way of example, you can:



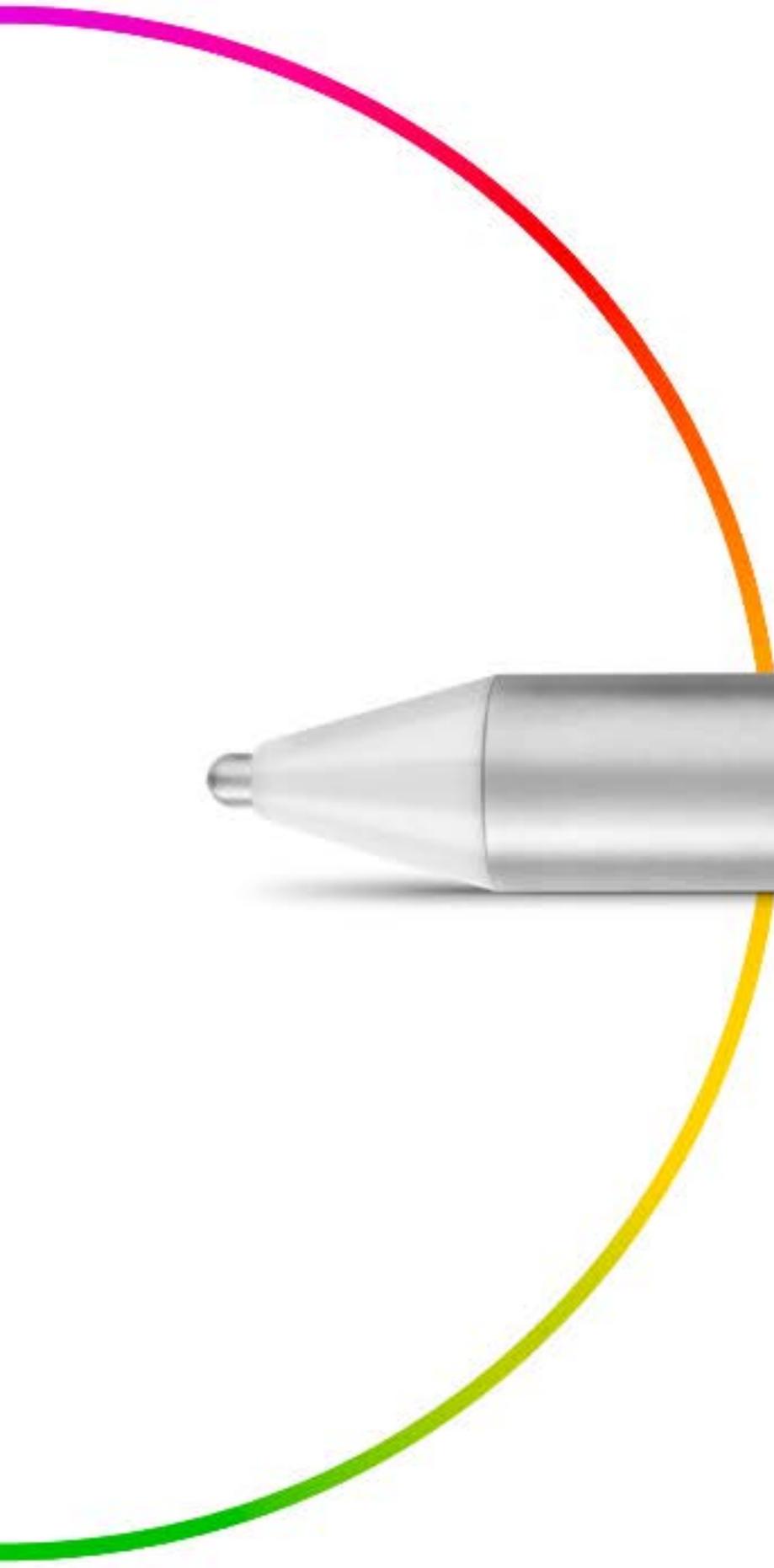
remind the user about daily supplement intake



introduce your new product



connect the user with the point of sale once he/she enters the designated zone (geo-fencing)



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WIRELESS



YOUR SMART DEVICE FOR VITAL ADVICE