

OPTIMIZING PERSONAL NUTRITION - AN INNOVATIVE PLATFORM MAKES IT POSSIBLE

CSEM is part of the EU project Nutrishield

The awareness of healthy eating is growing. The Nutrishield platform will pave the way for optimizing personal eating habits. People, especially young, should be motivated to eat more healthily, so that health related costs can be contained.

From the GRimpuls editorial team

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Worldwide the number of people dealing with obesity has tripled since 1975. In 2016 more than 1.9 billion people were found to be overweight and 650 million people are defined as obese. The health-related issues of obesity such as diabetes, heart disease, cancer, allergies, but also increased mortality (death rate) should worry the individuals. Health costs, especially in affluent countries, are increasing correspondingly not least due to obesity, as CSEM writes in a press release. One of the main reasons for this situation could be attributed to wrong eating habits among the population.

Nutrishield - the personal nutrition coach

Nutrishield, an EU project that is being developed with the participation of CSEM in Landquart, wants to counter this fatal obesity phenomena growth with a holistic approach. The mobile and interactive platform of Nutrishield is intended to serve people, especially young, as a personal «nutrition coach» and enable users to make healthy and sustainable decisions for a personalized and healthy diet.

This is done based on individually collected and monitored biomarkers (measured values from breath or blood, etc.) as well as the interactive cooperation of the users. According to CSEM announcement, one of the overarching goals of this challenging EU project is to reduce diet-related health disorders and thus also to guarantee the safety of food.

Thanks to the compilation of many relevant scientific facts within Nutrishiield's database, it will be possible for the individual consumer to understand how the consumption of a certain food could affect some of the biological processes that take place in the body - because people react differently to individual ingredients that are present in food.



The Nutrishiield project supports the population by putting together a healthy diet. (Image Shutterstock / provided)

Make your personal eating habits visible

The market of mobile monitoring-based health and fitness applications is developing rapidly, not least because more and more people are becoming aware of the importance of healthy eating. Therefore, people prefer to use instruments capable of helping them to select the most appropriate food between a plethora of the food offers available on the market that often give misleading information (ingredients, certifications, nutritional values).

The Nutrishield project is one such tool, which aims to build a fact-based and secure database of scientifically based key metrics that can be used to personalize an individual's diet.

Every user will have access to all data on the platform via the Nutrishield app, where measured values and validated data are described in a simple and understandable manner. The results of personal nutritional behavior will be made visible to consumers in a playful way. Individuals will be able to understand how their choice of diet will affect the equilibrium of specific biomarkers and thus their health.

This is the Nutrishield project

The EU project Nutrishield started on November 1, 2018 and is expected to run until October 31, 2022. The EU has estimated a total budget of 8.5 million euros for this research project. 16 leading European research and academic institutions, industries, and SMEs from the fields of nutrition, medicine, biology and IT are involved in the project. The international consortium is led by the Alpes Lasers engineering office in Neuchatel, a company that collaborates with CSEM.