



## **Bulletproof® Food Sense iPhone App First to Detect Food Sensitivities** Bulletproof® Food Sense App Powered by SweetBeat

**July 16, 2013—Los Gatos, CA—** Bulletproof® Executive has launched an iPhone app that uses the iPhone's built-in sensors to detect food sensitivities. It is now available on the Apple iTunes store as a free download.

The Bulletproof® Food Sense free app offers a food sensitivity test using a methodology developed by immunologist Dr. Arthur F. Coca. According to Dr. Coca, when a person eats foods they are sensitive to, heart rate will rise by sixteen beats per minute or more. This app allows users to measure their hearts' reactions to different foods and eliminate inflammation caused by incompatible foods.

“Hidden food sensitivities are like kryptonite - they make you weak and keep you overweight. When you find them and eliminate them, you can perform to your maximum potential. The Bulletproof Food Sense app is here to help you find which foods may be causing you to feel anything less than amazing” says Dave Asprey, famous biohacker and founder of the Bulletproof Executive. “It is an exciting time to be working with SweetWater Health to help people easily gather and analyze data from their own bodies and use it to upgrade themselves.”

### **How the Food Sense Test Works**

Food sensitivities are a reaction from the immune system or a result of the body's lack of proper enzymes to digest foods. When the body reacts to a food, it sends out inflammatory proteins and cortisol, which create low-level inflammation. This type of chronic inflammation may affect the gastrointestinal tract, resulting in impaired digestion, it may cause sore joints or headaches, and it can prevent weight loss. A person with low-level inflammation often does not connect the symptoms with the foods, or may not even be aware of them.

The Bulletproof Food Sense app measures the user's pulse in the morning. Then, before eating a meal, the user records what is on their plate and performs a quick pulse test. After the meal, the app will measure heart rate once every 30 minutes until 90 minutes have passed. Once testing is complete, the app determines if the meal triggered a food sensitivity, indicated by a red “X” or if not you will see a green checkmark.

The free app uses the iPhone camera sensor to take quick and easy heart rate measurements. While customers can also use one of the affordable heart rate monitors compatible with SweetBeat, the camera sensor is a convenient way for consumers to adopt the food sensitivity test into their everyday life. Using the camera

sensor merely requires holding the tip of one's index finger over the iPhone camera lens and flash.

## **Full Version for Athletes and Executives Offers Stress and HRV Training Features**

Using one of several compatible and affordable heart rate monitors, the full-featured version of the app measures the user's full heart rate variability, or HRV, which is the variation in the time between heartbeats. Clinical studies have shown that HRV is a great measure of a person's stress level.

Users can see their HRV levels in real time, giving them the ability to take action to manage stress during a 5-minute session or continuously throughout the day. When a user's stress rises above the user-determined threshold, a "Relax" screen appears with a breath pacer. Simply by breathing deeply and regularly, the user can balance his or her system, returning to a more relaxed, higher performing state, even in demanding business environments.

In competitive sports, clinical studies have shown that HRV is an effective metric to detect overtraining. The full-featured app measures HRV for training and recovery and provides an objective measure of your body's response to each workout. The athlete simply does a 3-minute HRV session each morning and is presented with a result that recommends, "train as usual", "low exertion day" or "rest day" based on the individual's baseline trend.

Users can upload their data to a secure database in the cloud, enabling users to access their data on the [Bulletproof website](#). Users sign in securely to see a calendar of their sessions, color-coded by average stress level, session tags and session summaries.

### **Powered by SweetBeat**

Bulletproof® Executive and SweetWater Health have partnered to bring these two new software products to followers of the Bulletproof Diet and lifestyle. Dave Asprey sits on SweetWater's advisory board and understands the holistic view of the nervous system and the benefit of monitoring HRV as a key biometric tool for health and wellness. "We are fortunate to have access to Dave's wealth of knowledge as a thought leader of the Quantified Self and biohacking movements, and we're excited about this opportunity to work together with Bulletproof® Executive and their followers", said Ronda Collier, CEO of SweetWater Health.

### **About Bulletproof® Executive**

The Bulletproof® Executive is a media site born out of a 15-year single-minded crusade to upgrade the human being using every available technology. It distills the knowledge of more than 120 world-class MDs, biochemists, Olympic nutritionists, meditation experts, and more than \$300,000 spent on personal self-experiments. The

#1 ranked podcast has been heard 1.3 million times, and more than a half a million people visit the site every month.

The Bulletproof® Executive was created by Silicon Valley entrepreneur, nutrition expert, and biohacker Dave Asprey. Dave lost 100 pounds without counting calories or excessive exercise, upgraded his brain by more than 20 IQ points, and lowered his biological age while learning to sleep more efficiently in less time. Today, he teaches elite level executives and entrepreneurs how to perform better, and his Bulletproof® Coffee creation has made global news.

### **About SweetWater Health, LLC**

SweetWater Health™ empowers people to proactively manage their health by providing clinical-grade heart rate variability monitoring software that detects HRV patterns related to a particular medical condition or state of wellness. SweetWater Health, located in Los Gatos, CA, was founded by Ronda Collier, who researched HRV and stress for three years before beginning product development on SweetBeat. She and her partners, Jo Beth Dow and Donna Leever, are Silicon Valley veterans with extensive experience in technology and the successful launch of high-tech startups.

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#### **ATTACHMENTS:**

Case Study

Pulse Test Screenshot

<sup>1</sup> Dr. Coca's Pulse Test document is available free at

<http://www.soilandhealth.org/02/0201hyglibcat/020108.coca.pdf>