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***DRAFT NOT FOR RELEASE***

 **Breakthrough DietSensor™ App that Targets Diabetes and Obesity Launches in the Apple App Store**

**In a few clicks, DietSensor’s Easy-to-Use Tools Count Carbs, Track Nutrition and Monitor Fitness**, **All While Offering On-the-**F**ly Nutrition and Fitness Coaching**

**App Connects to Popular Fitness Devices and Apps, Fitbit, Jawbone, Runkeeper and more… to Offer Comprehensive Health, Fitness and Nutrition Tracking**

**LOS ANGELES, CALIF., December 76, 2016** – [DietSensor](http://www.dietsensor.com/), Inc. a leading developer of smart food and nutrition applications designed to fight diabetes, obesity and help improve overall fitness announced today announced the launch of its DietSensor™ app for Apple iPhone®. The Android version will be announced at CES, January 5-8, 2017. DietSensor is available in the [App Store](https://itunes.apple.com/us/app/dietsensor-food-scan-fitness/id1101290388?l=fr&ls=1&mt=8) now.

**A new solution in the fight against diabetes and obesity**

Named a CES 2016 Best of Innovation Awards Honoree, DietSensor marks the beginning of a new generation of diet and nutrition apps, integrating food sensors, primarily designed to make food counting more manageable for those suffering from diabetes or dealing with obesity. For type 1 and type 2 Diabetes counting carbohydrates on a daily basis is critical. And for those who want or need to lose weight, DietSensor is a powerful new tool that helps by measuring total nutritional intake (what you eat) on a much more personal, and comprehensive level than ever before.

**Stay on track, stay balanced**

Starting with the creation of a secure, personal profile, the DietSensor app creates a unique, personalized nutritional plan, broken out by meal times, and macro nutrient intake, based on user-defined goals (for example, controlling diabetes, losing weight and so forth). Using the app, users track all macro nutrients (fats, proteins and carbohydrates) and, through the app’s proprietary onboard ‘nutritional coach,’ receive actionable advice and food or portion size recommendations, based on the historical data of the day and the goals that were set initially in the user’s profile.

**The most complete and advanced food logging tool on the market**

Subscribers to DietSensor’s Ultimate plan also have the option to use the pocket-sized SCiO® spectrometer, an add-on device developed by [Consumer Physics](https://www.consumerphysics.com/) that gathers information on the molecular make-up of homogenous food types, such as beef, fish, fruit, bread, milk or 80 other food types. It generates chemical and nutritional data, which is fed directly into the app via Bluetooth. No other nutritional management app offers this functionality. DietSensor can also connect to a Bluetooth digital scale, another optional device, which weighs food portions and sends data directly into the app.

Food and drink can also be logged in the app in a variety of more traditional ways. Users can access the app’s integrated nutritional database, which contains more than 600,000 items from 19 countries in 12 languages, to search for the values of any type of food. Users can also scan a product’s barcode to pull in the data, or add favorite foods to their own photo gallery, making carb counting and food logging much easier and far less tedious.

“We are excited to share the news that DietSensor for iOS is now available in the Apple app store and we believe that it will improve the quality of life for these communities in a very meaningful way,” noted Remy Bonnasse, Chief Executive Officer and co-founder, DietSensor, Inc. “It is a dream comes true for our family, our company and the thousands of friends and colleagues from the diabetes community who have been waiting for this day,” said Astrid Bonnasse, parent and co-founder, DietSensor.

**Pricing & Availability**

DietSensor offer a Basic, Premium (most popular) and Ultimate subscription plans. During the launch only, subscribers get 20 percent off their subscription. For more information on DietSensor pricing plans visit [My DietSensor App.](https://itunes.apple.com/us/app/dietsensor-food-scan-fitness/id1101290388?mt=8)

**About the Company**

Founded in 2014 by Remy and Astrid Bonnasse, who, following the discovery that their 9-year-old daughter was affected by Type 1 Diabetes, quit their executive careers and devoted their energies into developing the DietSensor app. Designed to support the estimated 415[[1]](#footnote-1) million people who suffer from diabetes and more than 1.4 billion people who battle each day with obesity, DietSensor has everyday applications for anybody interested in health and nutrition management, for example, general weight management, diabetes, fitness, or simply knowing what exactly we are putting into our bodies.

DietSensor is designed to be compatible with products from the following manufacturers: Adidas, Daily Mile, Fitbit, Fitbug, Garmin, iHealth, Jawbone UP Life Fitness Microsoft, Misfit, Moves, Runkeeper, Sony, Strava, Suunto, VitaDock and Withings. Compatibility will be further enhanced though future App updates.

**About the Company**

Headquartered in Boston, MA. and with offices in offices in Los Angeles and New York, DietSensor is an award-winning technology innovator of food and nutrition applications. DietSensor’s core goal is to stem the growth of diabetes and obesity by providing people and businesses with access to real-time, real world applications that better manage chronic conditions. For further information, please visit [www.dietsensor.com](http://www.dietsensor.com) or e-mail info@dietsensor.com.

**NOTE:** DietSensor™ is a trademark or registered trademark of DietSensor, Inc. in the United States and in 39 other countries

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1. [↑](#footnote-ref-1)