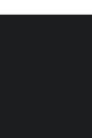




## they all claim to be “healthy”



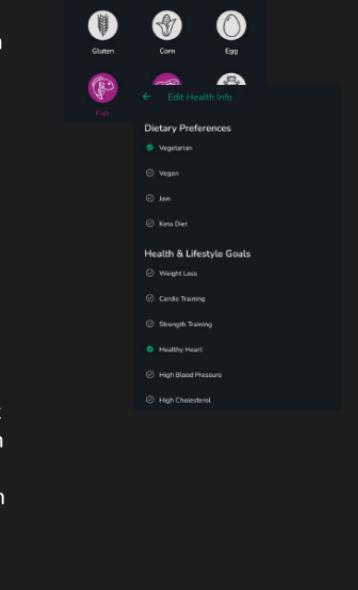
Food and Agriculture  
Organization of the  
United Nations



## The Science behind a Xume Score

We have researched every single ingredient that goes into every single product. Yes, every SINGLE ingredient, understanding not just its use and side effects but also how it's made and its impact on over 60 different health goals and allergies.

Our research has unearthed thousands of ingredients that are synthetic and hazardous and some hundreds that are banned (in certain countries).



## Processed

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## Xume Score

## Suitability of Ingredients for YOU

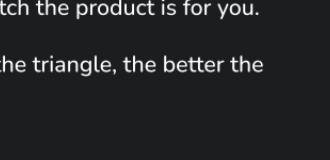
The nutritional value and quality of ingredients mean nothing, if you are allergic or intolerant to them or you simply prefer NOT to consume them.

If you are gluten free, you simply cannot have the latest whole wheat breakfast cereal, despite its wholesome ingredients and nutritional benefits.

If you are or prefer to lead a vegetarian lifestyle, you would like to be warned when a product contains ingredients made from animal by-products.

Our proprietary algorithms automatically flag these products as not suitable for you by dropping their score to zero, and recommend alternatives that better match your unique dietary preferences and health needs.

If you are hypertensive, you should not be consuming products that are high in sodium and / or contain ingredients that medical research shows may harm you. If you're looking for more protein, you should be consuming products with cleaner sources of proteins. The scores get adjusted based on your unique needs.



## Personalized Overall Product Score

After analyzing the product's nutrition value, quality of ingredients, and suitability to your dietary preferences and health needs, our proprietary algorithms assign the product with an overall score between 0 and 100 and color-code it red (0-29), orange (30-54), yellow (55-69) or green (70-100) to let you know how good a match the product is for you.

The higher the score and the more filled the triangle, the better the product is for you.

