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Mixfit Bids Goodbye to One-Size-Fits-All Approach to Nutrition with First Personalized Nutrient Delivery System at CES® 2019

Countertop appliance employs artificial intelligence and real-time data to serve up nutritious drinks based on a person's diet, lifestyle & wellness goals

BOSTON, MA - January 8, 2019 - [Mixfit](#), a digital health company that designs nutritional experiences to encourage lasting, positive changes in health behavior, introduced the first personalized nutritional supplement delivery appliance today at CES® 2019.

Designed to adapt to consumers' daily food intake and activity levels, the kitchen countertop device is powered by Mixfit's proprietary technology, MINA (Mixfit Intelligent Nutrition Assistant), which analyzes a consumer's health data daily (diet, exercise, lifestyle) to dispense a nutritious and delicious drink that supports their wellness goals and meets their needs in real time.

Working with nutritionists and data scientists, engineers and designers, Mixfit believes that when it comes to nutrition, health-conscious consumers should reconsider the current one-size-fits-all approach to supplements, a \$43 billion dollar industry in the U.S., according to the Nutrition Business Journal. Instead, it is time to demand the same level of personalization people have come to expect from the devices and apps that deliver their groceries, customize their news and recommend their work commutes.

"Despite advances in AI and machine learning and the creation of personalized home devices, there has been little investment in the nutritional products we ingest daily to improve our overall health," said Mixfit Co-founder and CEO, Reza Zanjani. "Mixfit couples smart technology with nutrition science to provide consumers with a one-on-one approach to addressing nutritional gaps, enhancing their performance, and establishing healthy habits based on real-time data."

Consumers can start their journey to personalized nutrition by visiting [gomixfit.com](#) and joining the waitlist for the official product rollout in Spring 2019.

The Mixfit product is divided into three key parts and can be viewed in person at CES' Sands Expo, Booth #45834:

- Mixfit Vue - The smart countertop device that mixes and serves up daily, nutritious drinks.
- MINA & Mobile App - MINA (Mixfit Intelligent Nutrition Assistant) analyzes the diet, activity levels and wellness goals an individual shares through the Mixfit mobile app to determine the nutrients they will need on a daily basis.
- Quality Ingredients & Personalized Subscription - Mixfit ingredients are sourced in partnership through DSM, a global leader in nutritional products & solutions and Givaudan, international experts on product flavors and scents. Mixfit provides a subscription-based model that monitors nutrient levels and fulfills supplement formulation orders on a monthly basis.

The cost of the Mixfit Vue is \$399 USD and the monthly subscription for personalized insights and core ingredients is \$59 per month. Consumers can opt to add on one of three Specialty Pods targeted to support Workouts, Bones & Muscles, and Vision & Mind for \$45-\$49.

About Mixfit

Mixfit is a digital health company that designs nutritional experiences to encourage lasting, positive changes in health behavior. The company leverages nutrition science, artificial intelligence and digital health technologies in developing its health data platform and smart countertop nutrient delivery device, providing consumers with personalized nutritional drinks and wellness-related insights based on their unique health data. Established in 2015, Mixfit is privately held and headquartered in Boston, Massachusetts.

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