

A SHORT PRACTICAL GUIDE TO OPTIMIZE YOUR NUTRITION.

PERSONALISED SUPPLEMENTATION

Why it makes sense and how
it can save you money



SCIENCE-BACKED. PERSONAL. SMARTER SPENDING.



Why Supplements Are Essential Today

Modern life places demands on our bodies that our food supply alone often can't meet. Soil depletion, pollution, and mass production have quietly diminished the nutrient density of everyday foods.



Intensive farming and erosion have significantly reduced essential minerals and micronutrients in our soil—directly impacting the nutritional quality of crops.



Environmental pollutants and industrial processing strip foods of vital nutrients and introduce compounds that increase our body's nutritional needs.



Large-scale agriculture and long supply chains prioritize yield, shelf life, and uniformity over nutrient density—leaving many foods less nourishing than they once were.



SUPPORT YOUR FOUNDATIONS.
NOURISH WITH INTENTION.



Nutrient Decline in Modern Produce (continued)

EVIDENCE-BASED INSIGHTS FOR INFORMED NUTRITION

VEGETABLE	Fe (Iron)	Mg (Magnesium)	Cu (Copper)	Zn (Zinc)	Ca (Calcium)	Vit C (Ascorbic Acid)	Vit A (Retinol Activity Equiv.)
 Tomato	– 27%	– 18%	– 24%	– 21%	– 16%	– 35%	– 28%
 Broccoli	– 32%	– 24%	– 28%	– 26%	– 19%	– 42%	– 31%
 Spinach	– 41%	– 33%	– 36%	– 31%	– 28%	– 48%	– 37%
 Carrot	– 22%	– 16%	– 19%	– 17%	– 12%	– 28%	– 45%
 Bell Pepper	– 26%	– 17%	– 22%	– 20%	– 15%	– 38%	– 26%
 Kale	– 38%	– 29%	– 33%	– 30%	– 23%	– 46%	– 34%
 Green Beans	– 25%	– 15%	– 18%	– 16%	– 13%	– 27%	– 22%
 Peas	– 23%	– 14%	– 17%	– 15%	– 11%	– 25%	– 20%
 Brussels Sprouts	– 31%	– 22%	– 25%	– 23%	– 17%	– 39%	– 29%
 Cabbage	– 20%	– 13%	– 16%	– 14%	– 10%	– 23%	– 18%
 Cauliflower	– 21%	– 14%	– 17%	– 15%	– 11%	– 24%	– 19%



Data synthesized from peer-reviewed studies (USDA, FAO, and longitudinal nutrient analyses, 1990–2020).

Source: Davis, D. R. et al., Nutrient decline in modern produce, HortScience, 2021.





Nutrient Decline in Modern Produce

Comparative analysis of essential minerals and vitamins in 13 common fruits.

Data reflects estimated average percentage decline in nutrient content compared to historical baselines (1940s–1960s)

FRUIT	Fe (Iron) (%)	Mg (Magnesium) (%)	Cu (Copper) (%)	Zn (Zinc) (%)	Ca (Calcium) (%)	Vit C (Ascorbic Acid) (%)	Vit A (RAE) (%)
 Apple	-48	-26	-32	-27	-35	-42	-19
 Apricot	-41	-22	-28	-24	-31	-38	-48
 Banana	-37	-19	-24	-21	-28	-33	-16
 Blueberry	-45	-29	-35	-31	-38	-47	-22
 Cantaloupe	-39	-20	-26	-22	-30	-36	-50
 Cherry	-43	-24	-30	-26	-34	-41	-20
 Grape	-46	-25	-31	-28	-36	-39	-17
 Kiwi	-34	-18	-23	-20	-27	-31	-15
 Mango	-40	-21	-27	-23	-32	-44	-53
 Orange	-38	-17	-22	-19	-26	-35	-18
 Peach	-42	-23	-29	-25	-33	-40	-21
 Pineapple	-36	-18	-29	-21	-29	-34	-16
 Avocado	-30	-16	-20	-17	-23	-28	-12

Sources: USDA Historical Food Composition Data (1940s–1960s) vs. Modern Analyses (2020s); Davis, D. R. et al., HortScience (2004); Marles, R. J., Journal of Food Composition and Analysis (2017).

Note: Values are averages across multiple studies and varieties. Actual values may vary.



EVIDENCE-BASED NUTRITION. OPTIMAL HEALTH.
informed choices, nutrient density, long-term wellness.



The Problem with One-Size-Fits-All

Most multivitamins are formulated for the “average” person—based on broad population data, not your unique biology. As a result, you may end up taking nutrients **you don’t need**, in amounts that don’t fit **your body**.



One formula. Millions of bodies.
True wellness is personal.

Generic Stack

One formula for everyone



Potential drawbacks

- Contains nutrients you may not need
- Risk of excess or imbalances
- Doesn’t account for your lifestyle, diet or genetics
- Inefficient and less effective



Results? Average.
Your needs? Unique.

VS.

Personalised

Built around you



Designed for you

- ✓ Based on your biology and lifestyle data
- ✓ Only the nutrients you need
- ✓ Right forms, right amounts
- ✓ Smarter support. Better results



Science. Precision. You.
That’s the future of wellness.



Data-backed. Science-led. Human-first.
Personalised nutrition for a healthier you.

The Cost of the Generic Approach

One-size-fits-all nutrition may feel convenient, but it comes at a cost—to your results, your body, and your budget.



GENERIC APPROACH

A broad combination of nutrients, not tailored to you.



VS



PERSONALISED FORMULA

One daily formula, matched to your goals and biology.



OVERLAPPING NUTRIENTS

Duplicate ingredients. Unnecessary extras.



HIGHER SPEND

More bottles, more waste, less value.



UNPREDICTABLE RESULTS

Generic doses may miss your unique needs.



**HIGHER COST
LESS VALUE**



MATCHED TO YOU

Targeted nutrients based on your data and goals.



ONE DAILY SERVING

Simple, precise, effective.



BETTER RESULTS

Optimised absorption and outcomes.

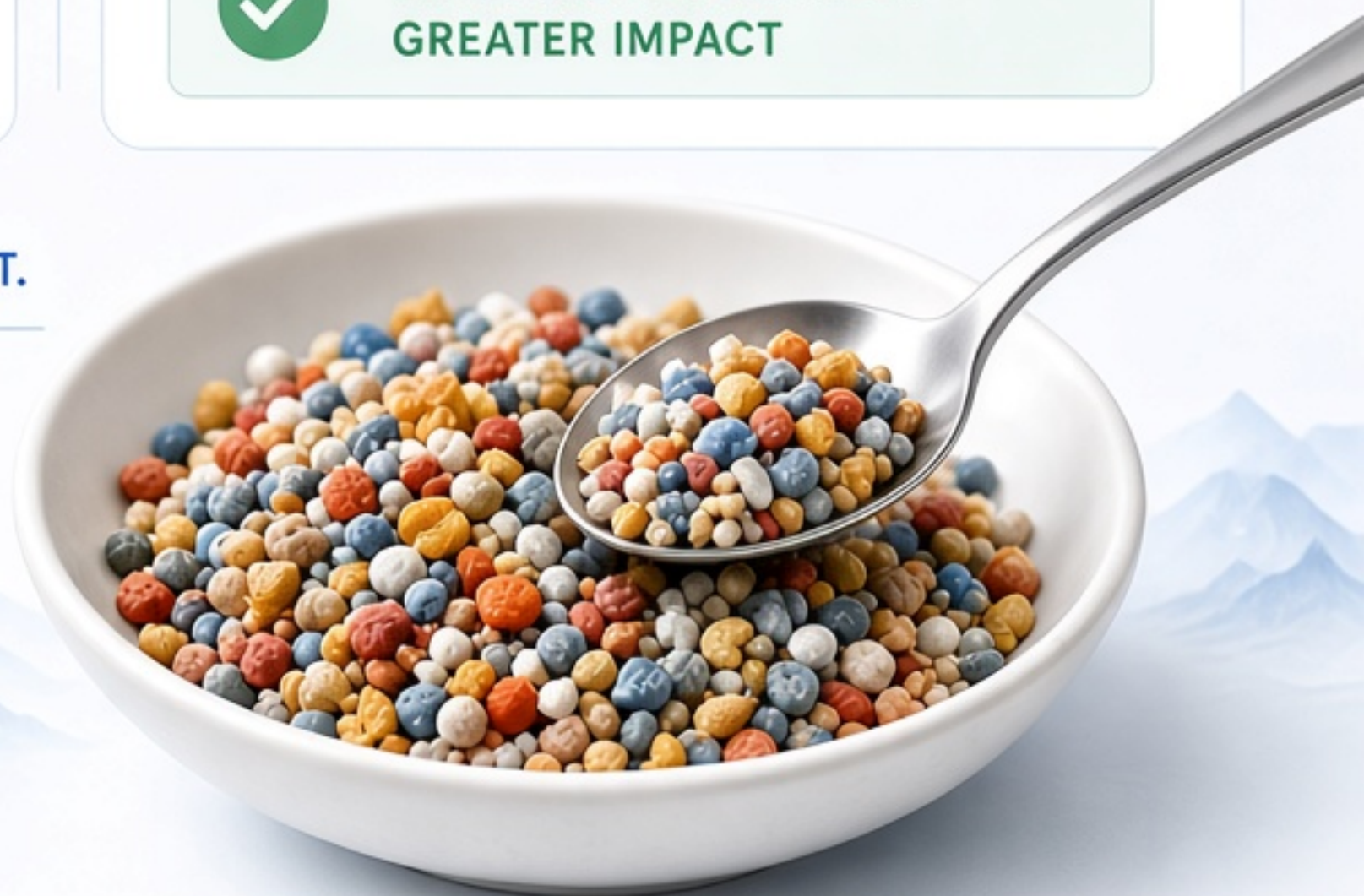


**LOWER LONG-TERM COST
GREATER IMPACT**



PRECISION NUTRITION. MEASURABLE IMPACT.

Your body is unique. Your nutrition should be too. Targeted support today for better health tomorrow.



EVIDENCE-BASED

Backed by science. Built on data.



PERSONALISED

Designed for you. Not one-size-fits-all.



SWISS QUALITY

Precision you can trust. Standards you deserve.

How Personalisation Works

Science-backed. Personalised. Effective.

Wellness Assessment



We assess key factors unique to you—genetics, lifestyle, environment and goals—to build a complete wellness picture.

One of 40 formulas



Based on your assessment, you receive one of 40 personalised formulas, precisely matched to your needs.

Daily Swiss granules



Convenient, precise and highly bioavailable Swiss granules, taken daily for consistent, targeted support.

SUPPORTING YOUR WELLNESS GOALS



Beauty

Skin, hair and overall vitality



Cognitive

Focus, memory and mental performance



Sports

Performance, recovery and endurance



Long-Term Wellbeing

Immunity, resilience and healthy ageing



Take here your wellness assessment.

<https://shopbioniq.com/en-GB/ByourbestnowGB>

