

VITCHECK-IN THE PRESS

Daily Mail October 2020.

The journalist-“The company was established by a pharmacist with a masters In nutritional medicine who is an expert in corrective personalised medicine. Focuses more on information that hard selling, with a list of foods that might correct any imbalances and links to studies with recommendations. The science and soft sell approach gave me confidence in the prescription”. The expert-Professor Margaret Rayman:- “This is a sensible service which could be important for anyone on a range of medicines. It’s good to have an appreciation of the adverse effect some drugs can have on nutrition-one example is metformin, prescribed for diabetes, which can reduce the absorption of vitamin B12 in the gut and lead to deficiency”

DAILY Mirror October 2020.

Joanne Hogg began taking atorvastatin 12 years ago after being diagnosed with high cholesterol. She then developed type II diabetes and hypertension and was prescribed 4 more medications. At the time she was told nothing about potential problems nutrient of absorption and the only dietary advice she was given, focussed on controlling her high blood sugar levels even though her mother, who also has diabetes needs regular injections of vitamin B12 to prevent problems. Doses of some medicines were increased following a review and although she was experiencing muscle weakness and fatigue, there was no mention of the nutrient status.

Joanne says; “I’d been noticing problems for a while, but they got much worse. A friend who had tried Vitcheck, suggested I give it a try and the results advised taking a multivitamin, vitamin D, Omega 3 and CoQ10. I thought I was eating all the right food, but since I started taking the supplements, I have noticed a massive difference. I have the energy to do things and the muscle weakness has gone.”

DAILY Mirror

October 2020.

NHS dietician Catherine Collins added” medications can impact nutrient status in a number of ways. They can reduce uptake by binding with nutrients, or cofactors needed for absorption; there can be issues around increased clearance; and there can be metabolic changes which influence absorption. In many cases, the impacts are quite subtle, so they are not listed as potential side-effects. Taking several medicines, each with a small effect, can easily add up to a serious deficiency. Problems are compounded by the fact that the number of medicines we take tends to increase as we get older, when our bodies also less efficient at absorbing nutrients. Dietary gaps and bad habits, such as smoking and drinking too much alcohol, add to the risks of shortfalls.

GP, Dr Gill Jenkins adds: “This is far from being simply of relevance to the elderly and also examines the effects medications have on vitamin D status, the gut microbiome as well as levels of beneficial omega 3 fats in body.

OUR AWARDS



Judges from Nutraingredients commented on their Award for personalised nutrition “We commend the clever and pragmatic approach of the initiative, and strong evidence of its ability to meet consumer’s needs”

Kirsty Ross, Head of Family Business for KPMG Private Enterprise sponsors of the family business innovation award “This company is truly deserving of this award. Not only have they developed an innovative product but they have continuously had to innovate over the past year as a result of the pandemic.” The Award organisers added, “Not only do they have strong family values and an ethos based on excellent customer service, they find innovative solutions and are constantly adapting to overcome any obstacle they encounter. Innovation is part of their DNA and it is fantastic to see them win this award”



VITCHECK®

**VITCHECK-WORKING
WITH YOUR COMMUNITY
PHARMACY TO OPTIMISE
YOUR NUTRITION**

HOW MEDICINES CAN AFFECT NUTRITIONAL STATUS

The effects that medications might have upon nutritional status, whilst recognised in the scientific literature are not well-known. Nevertheless, likely pathways are clearly understood and possible reasons are manifold. Moreover, a single medication can affect numerous micronutrients. However, until now, it has been difficult for your pharmacist to effectively assess these situations, given differences in medications possibly prescribed, life stage, food and lifestyle choices and a host of other interconnecting factors.

In terms of the medications that impact on nutrient status to any extent, the numbers of prescriptions written for them are staggering-And these numbers are all rising! So, in England alone, over 1.1 billion prescriptions are written each year, with 450 million for the top 20 medications. Of these, a staggering 84% have the potential to impact in some way on the status of some micronutrients and/or affect the composition of bacteria in the gastrointestinal tract (microbiome). Added to this, increasing life expectancy together with a possibility of several inter-related conditions occurring with age, suggest individuals might experience decades of consuming numerous pharmaceuticals that could detrimentally affect nutritional status.

But this does not simply apply to the old or chronically ill. For example, the oral contraceptive can affect levels of folic acid and several other vitamins and minerals. Fortunately, our bodies are quite resilient to minor or temporary reductions of key micronutrients, but prolonged deficits can sometimes be detrimental, so a longer -term perspective of addressing these potential issues is a strategy worth pursuing.

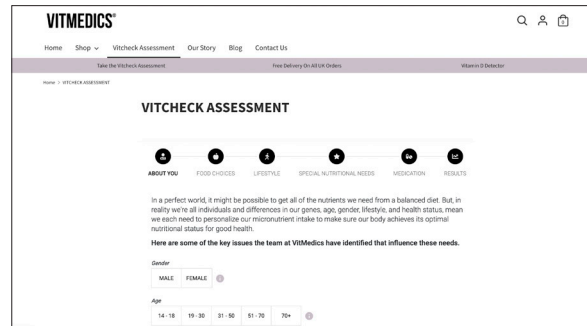


VITCHECK-PERSONALISING YOUR NUTRITIONAL RECOMMENDATIONS

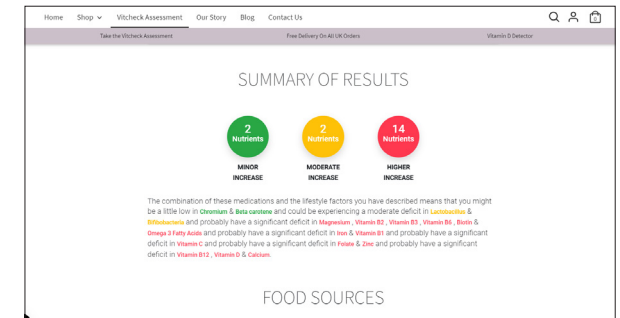
Vitcheck enables the impacts that lifestyle, life stages, diet and medication might have upon nutrient status to be assessed by employing a complex, but easy to use technology. It interrogates data from over 1000 references relating to more than 3500 medicines that it indexes, and has identified more than 4000 incidences where drugs potentially impact upon the status of one or more than 24 micronutrients and/or the microbiome. Uniquely, Vitcheck allows this data to be used to measure any single and all additive impacts on nutritional status. The results are delivered in a format which enables anyone to access the relevant data sources and validate the suggested corrective diet and supplement recommendations.

HOW VITCHECK WORKS

First, data is collected about you-sex, age, height and weight. Then inputs on food choices-intake of fruit and vegetables, calcium sources, oily fish, dietary preferences and food intolerances are collated. Finally, relevant lifestyle factors relating to exercise, smoking, alcohol intake, weight loss regimes, sunshine exposure, dietary genetic tests, and conditions requiring extra nutritional support are assessed.



You are then presented with a drop-down menu from which to select your medication. Multiple medications and any consequences are added to any potential negative effects from the previous collected datapoints and Vitcheck delivers a cumulative score of any impacts that have been identified. This summary is seen as a traffic light system with red as major concerns, Amber as moderate and green as minor impacts. You can then access the comprehensive details of which specific nutrients fall into each category.



Once these details are revealed, the first recommendation to correct any extra nutritional need is always to advise eating foods rich in the specific nutrient. With every recommendation, a hyperlink to the reference source is available to verify the evidence. In circumstances where the unwanted impact upon micronutrients is major, and cannot be rectified by diet alone, a personalised corrective supplement prescription is recommended.

