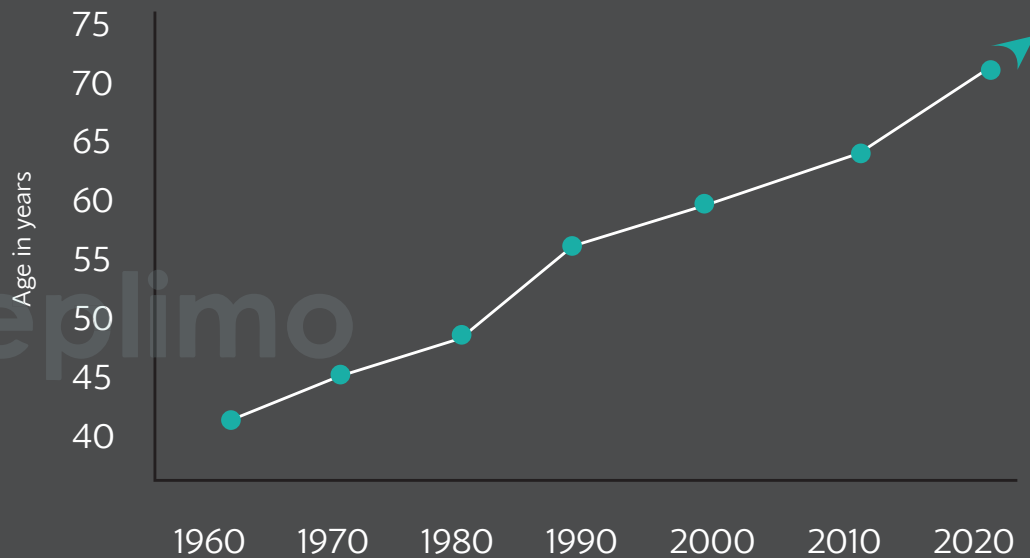




You have
a chance
to **live more**
than 100
years

Mr. Suniel Shetty
Cine Actor



**1 out of 3
will live
more than
100 years**

Ref: World Health Organization & Human Development Index Report 2011 by UNDP

2 Options to
choose from

LIVE LONG &
DIE SHORT

LIVE SHORT &
DIE LONG

eplimo



What if you can
be **as energetic
& productive at
the age of 90,**
as you were
at the **age of 40!!!**

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Wouldn't life be great if you could
possibly prevent the lifestyle diseases like
**DIABETES, STROKE,
HYPERTENSION, AIZHEIMER'S etc.?**

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**OPTIMAL
HEALTH**

GOOD FOOD,
Rich in nutrients.

- Vitamins
- Proteins
- Fiber
- Complex Carbs
- Minerals
- Antioxidants
- Fat



**FITNESS
Exercises**
Yoga



**SLEEP &
RELAXATION**
Quality Sleep
Free from stress



**POSITIVE
MENTAL
ATTITUDE**



If it is just
GOOD FOOD+EXERCISE+
SLEEP+POSITIVE ATTITUDE,
why such incidents?

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Saurav ganguly
**Suffered
heart attack**



Satnam Khattrra
**passed away
at 31 yrs**



Yuvaraj Singh
**diagnosed with
Cancer**



Mishti Mukherjee
**passed away
due to Keto diet**



Rudratej Singh
**BMW CEO India
passed away
due to Cardiac
arrest**

'One man's food can be another man's poison,' *Old proverb*

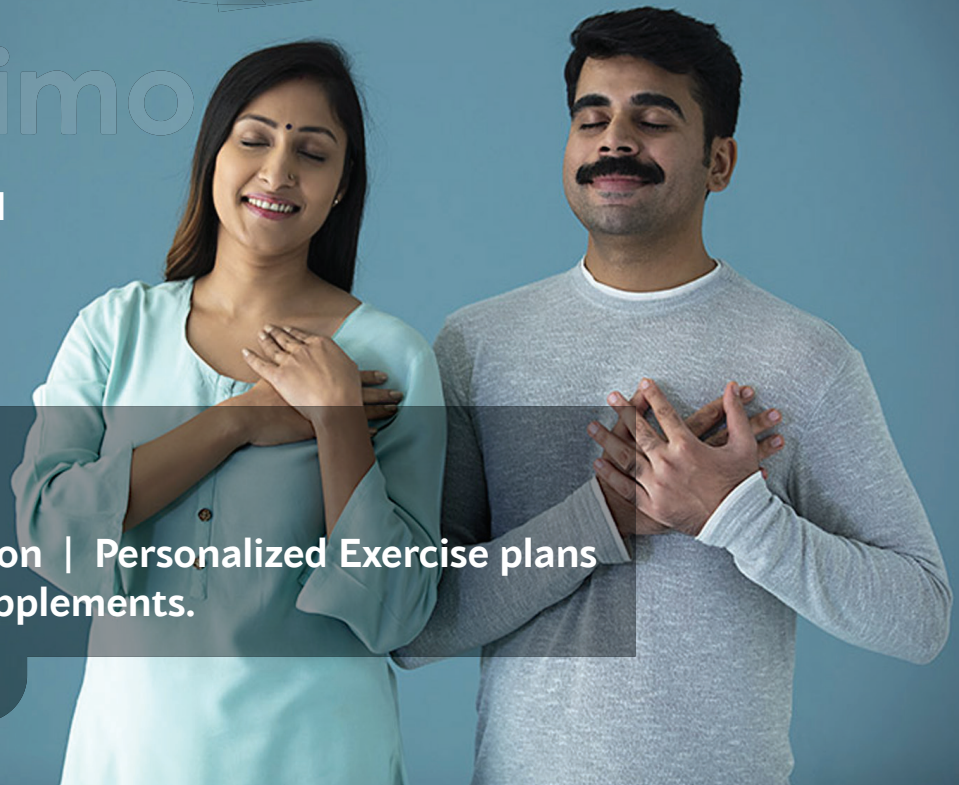
Exercises which can strengthen a person **could be harmful for another.**

Nutritional supplements which can correct the **nutritional deficiency in someone,** may harm someone else due to surplus

The need of the hour is **'PERSONALISATION'.**
Personalized Food & Nutrition | Personalized Exercise plans
Personalized Nutritional Supplements.

HOW IS IT POSSIBLE?

PERSONALISATION



Personalized
Lifestyle
Modification using
GENO-METABOLIC
ANALYSIS™

eplimo

WHO ARE YOU???



CELL



CHROMOSOME



DNA

eplimo



Your **Genes** carry all the information..
Colour of your skin..., Shape of your nose
Lifestyle diseases suffered by your ancestors..
The way your 'genes' respond to various nutrients
The way your 'genes' respond to various medicines



DECODE
your **DNA**

eplimo

You will be able to know:

Lifestyle diseases for which
you have high risk

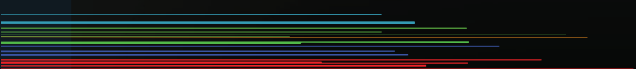
Possible causes of such diseases

How various nutrients work
based on your genetic make-up

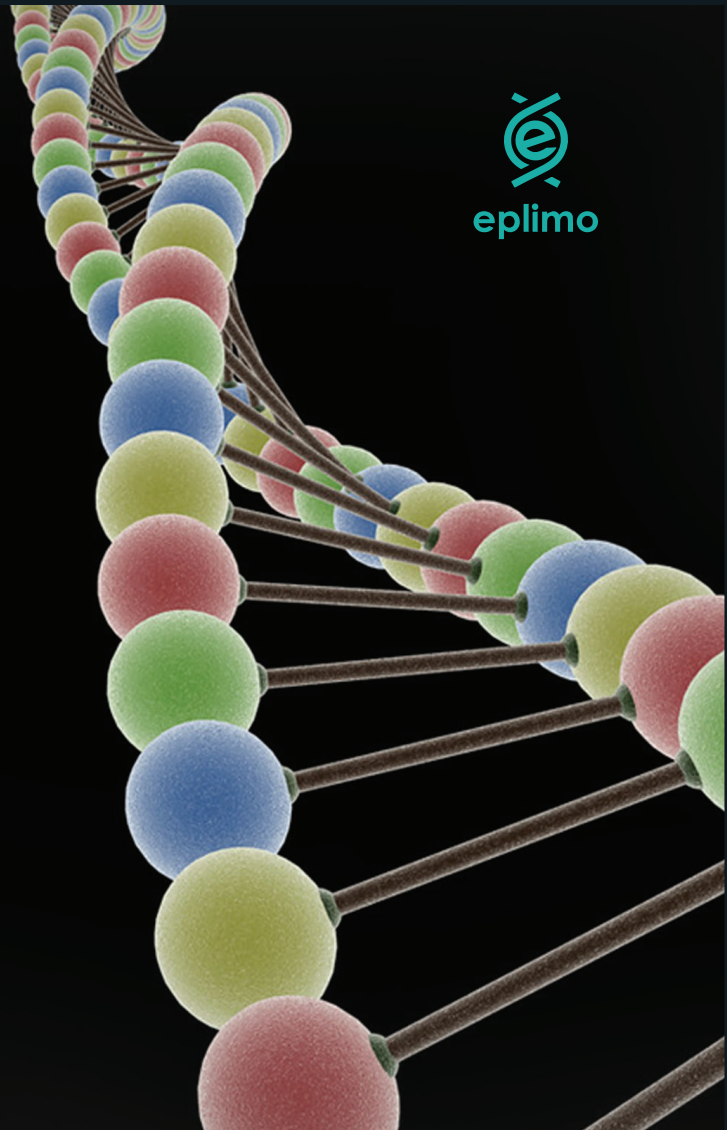
How various medicines work at
cellular level

How your heart & muscles
respond to different exercises





A - ADENINE
T - THYMINE
G - GUANINE
C - CYTOSINE



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Genetic Code of healthy eyes :
.... AAT TGG CCA ATT GGC CAA TTG GCC

Genetic Code of your eyes :
.... AAT **CGG** CCA **ATC** GGC CAA **TCG** GCC

VARIANTS

(A hypothetical case for understanding)

EPLIMO PROCESS

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You take a VIEGENOME test which is a highly comprehensive genetic predisposition test, where more than 200 health conditions will be analysed. The sample collection is a Do It Yourself process using your saliva which can be done from the comfort of your home



Download the EPLIMO app and undergo a Detailed Metabolic Analysis



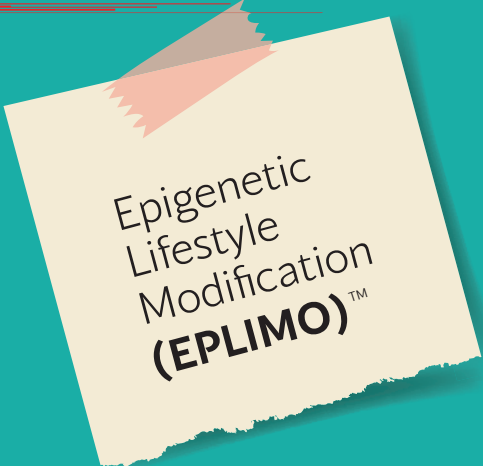
Receive your test report followed by a detailed Personalized Epigenetic Lifestyle Modification Plan created by our panel of Doctors, Geneticists, Nutritionists and Fitness experts

VIEGENOME TEST



World's most comprehensive wellness genetic test covering risk for 200+ health conditions for people who want to be completely in charge of their own health and enjoy long healthy life

HEART CONDITIONS	8
VASCULAR CONDITIONS	4
NUTRITION	20
BODY WEIGHT AND METABOLISM CONDITIONS	18
SKIN AND HAIR	6
AUTO IMMUNE CONDITIONS	8
NEURO MUSCULAR CONDITIONS	9
BEHAVIORAL CONDITIONS	13
GASTRO, LIVER AND KIDNEY CONDITIONS	11
BONE CONDITIONS	7
OPHTHALMIC	5
MALE SPECIFIC CONDITIONS	5
FEMALE SPECIFIC CONDITIONS	14
FITNESS AND SPORTS CONDITIONS	19
INFECTIONS	3
DRUG RESPONSE	24
LIFESTYLE CHOICES	6
AGEING AND LONGEVITY	27
COVID19 SUSCEPTIBILITY	1
OTHER TRAITS	14



Epigenetic
Lifestyle
Modification
(EPLIMO)™

Combines Genetic Analysis and Metabolic Assessment

A team of Doctors and Geneticists provide you a Highly Personalised Lifestyle Modification Plan.

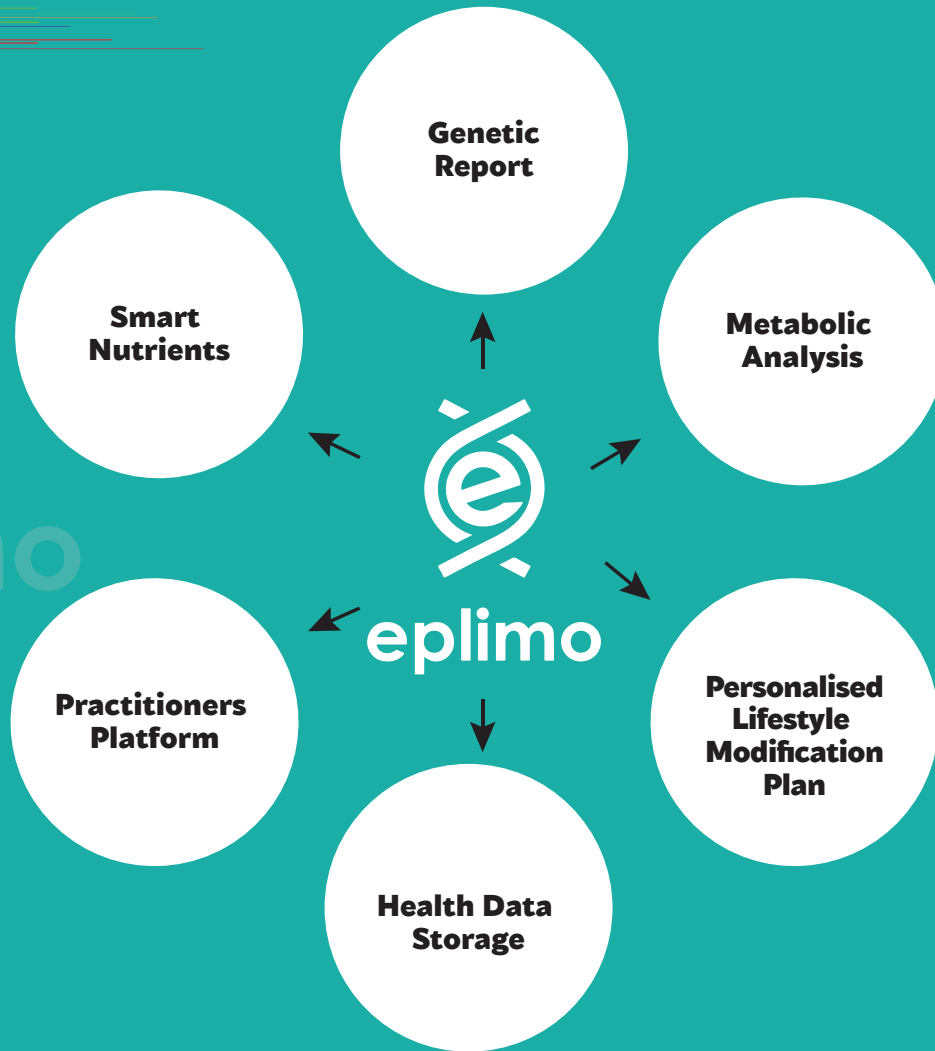
Epigenetic Management

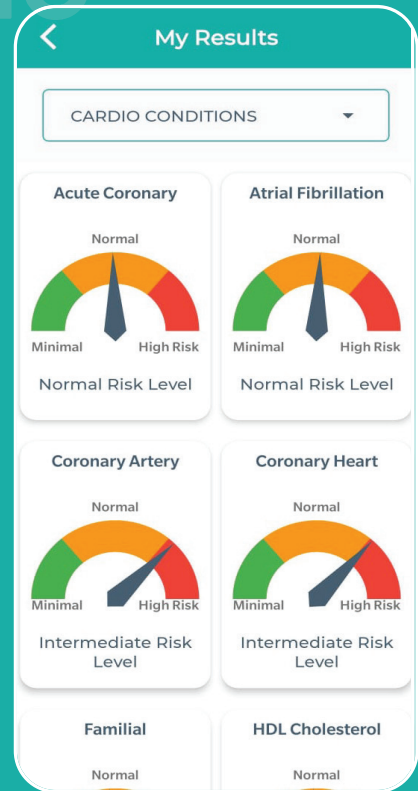
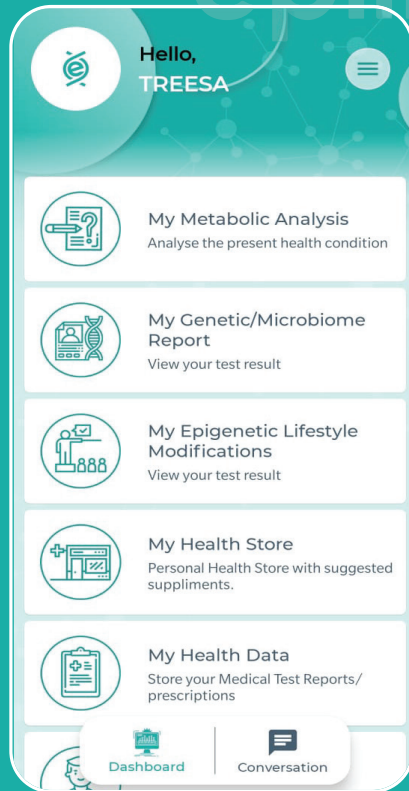
Nutri-epigenetics – Personalised Diet Plans, Nutrition Supplements

Physio epigenetics – Personalised Fitness/ Yoga plans

Psycho epigenetics – Stress management/ Meditations

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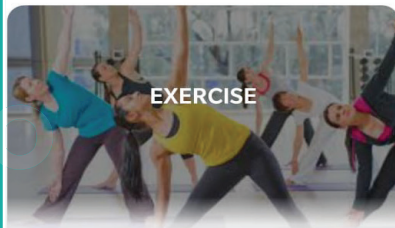


← Epigenetic Lifestyle Modifications



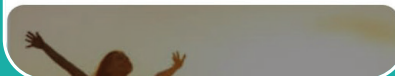
DIET/ NUTRITION

"Let food be thy medicine and medicine be thy food." - Hippocrates [See More](#)



EXERCISE

Exercise not only changes your body, it changes your mind, your attitude and your mood. [See More](#)



LIFESTYLE

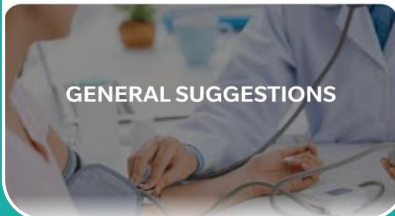


Your Lifestyle is a reflection of your habits and behaviors [See More](#)



DRUG RESPONSE

It is good to know which medicines work for your genes and which ones work against you. [See More](#)



GENERAL SUGGESTIONS

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Upload Medical Data

Title

Test conducted Date

Remarks

Type of Record

Prescription

Test Report

Choose documents to Upload

Upload

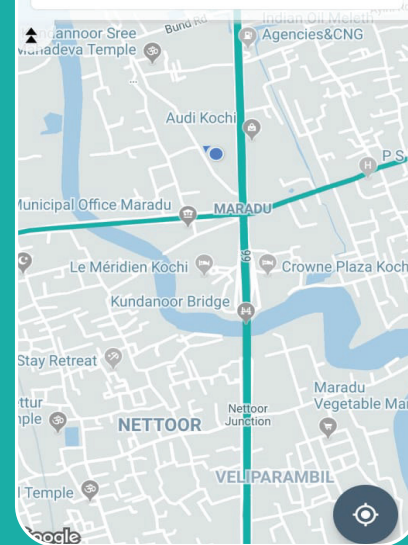
Find Nearby Doctor

5 KM

Doctor

SL AVENUE, MARADU P.O., N...

Select Location





World Health Organization

“Understanding genetic predisposition to diseases and knowledge of lifestyle modifications that either exacerbate the condition or that lessen the potential for diseases is necessary for the public to make informed choices.”

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World Health Organization



Angelina Jolie
Hollywood actress



Ranjan Das
Ex-CEO of SAP

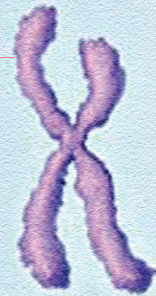
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**EPIGENETIC
THEORY**

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GENES ARE LOADED GUNS...
ENVIRONMENT TRIGGERS



CHROMOSOME

EPIGENETIC MECHANISMS

- are affected by these factors and processes
- Development (in utero, childhood)
 - Environmental chemicals
 - Drugs/Pharmaceuticals
 - Aging
 - Diet

EPIGENETIC CONTROL ON GENE EXPRESSIONS

HEALTH ENDPOINTS

- Cancer
- Autoimmune disease
- Drugs/Pharmaceuticals
- Mental disorders
- Diabetes

METHYL GROUP

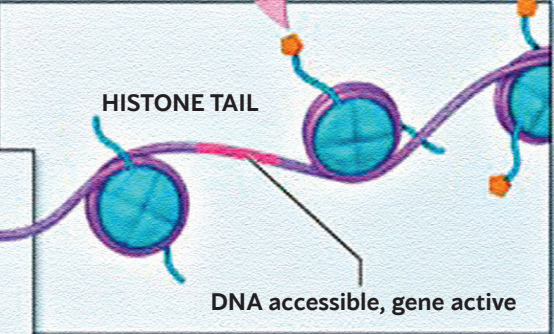
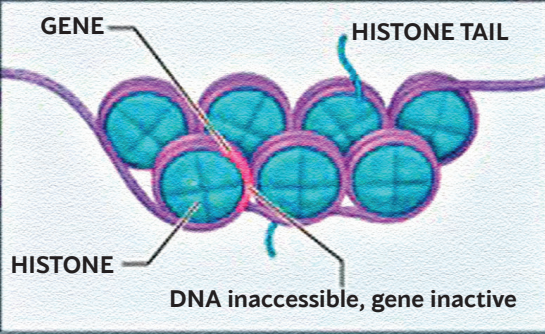
CHROMATIN

DNA

DNA methylation
Methyl group (an epigenetic factor found in some dietary sources) can tag DNA and activate or repress genes

EPIGENETIC FACTOR

HISTONE TAIL



Histone modification
The binding of epigenetic factors to histone “tails” alters the extent to which DNA is wrapped around histones and the availability of genes in the DNA to be activated.

Histones are proteins around which DNA can wind for compaction and gene regulation.



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BIOHACK



EPLIMO™ is a scientific process which helps you to biohack by

- Alerting you about the possible lifestyle diseases for which you have high risk
- Providing you a highly scientific lifestyle modification plan which can help you to prevent the onset of these diseases or at least to postpone them
- Helping you to create your own diet plan which suites your genetic make-up
- Empowering you to create your own fitness plan to live long and stay healthy
- Being a health companion, keeping all your health data in your mobile phone

You can **LIVE LONG** and **STAY YOUNG** with **EPLIMO™**

EPLIMO


Creating a revolution in Health Technology and Wellness

THE TIMES OF INDIA
CITY

THIS STORY IS FROM JULY 26, 2020

App offers genome-based wellness care

Anantha Narayanan K | TNN | Updated: Jul 26, 2020, 08:46 IST



KOCHI: As the spread of Covid-19 pandemic increases the demand for wellness solutions to fight comorbidities and lifestyle diseases, a Malayali health-tech entrepreneur has come up with an advanced AI-based mobile app, claimed to be the first-of-its-kind in the country, to offer personalized lifestyle modification recommendations to customers based on their genetic requirements.


Sajeev Nair, founder and chairman of **Vieroots Wellness Solutions Pvt Ltd**, through their app named **Eplimo** (short for epigenetic lifestyle modifications), offers direct-to-consumer genetic predisposition tests to identify proneness to various deadly

THE WEEK MAGAZINE

HOME INDIA WORLD BUSINESS SPORTS SCITECH LEISURE ENTERTAINMENT HEALTH

Sajeev Nair: A pioneer in Biohacking and Epigenetic Science

By The Week Focus | November 02, 2020 22:06 IST




Vieroots, founded by noted wellness evangelist and biohacker Sajeev Nair, is a Kochi-based health-tech Start-up. It pioneers in "Personalised Lifestyle Management using Epigenetic science **EPELIMO**". Vieroots provides world-class research-based products and services for people who aspire to live healthy and productive lives, with specific focus on productive ageing.

Vieroots' association with celebrity investor Suniel Shetty, who is well known for his passion for fitness and wellness, is well known. Shetty was fascinated by Nair's pioneering concept of **EPELIMO**. Giving impetus to the brand, Shetty said: "I could relate to the company's core

DNA

Healthcare startup Vieroots introduces personalized epigenetic lifestyle modifications

Dr. Sajeev Nair, a successful entrepreneur and corporate consultant hailing from Kerala, has been associated with the wellness industry for over two decades.



Bengaluru based healthcare StartUp "Vieroots Wellness Solutions" led by biohacker and serial entrepreneur Sajeev Nair has brought to India for the first time an artificial intelligence-powered and smartphone-based concept of "Personalized Epigenetic Lifestyle Modifications (EPLIMO)". The concept promises to radically transform health management, empowering people with much insight.

Dr. Sajeev Nair, a successful entrepreneur and corporate consultant hailing from Kerala, has been associated with the wellness industry for over two decades. He has closely worked with specialist physicians, especially functional medicine specialists. On the way, he nursed the idea for

Forbes

Vieroots pioneers personalised epigenetic healthcare in India

Sajeev Nair, a successful entrepreneur and corporate consultant hailing from Kerala

BRAND CONNECT

PUBLISHED: Sep 10, 2020 03:43:57 PM IST



Bengaluru based healthcare startup Vieroots Wellness Solutions, led by biohacker and serial entrepreneur Sajeev Nair, has brought to India for the first time, Artificial Intelligence powered and smartphone based Personalized Epigenetic Lifestyle Modifications (EPLIMO).

Sajeev Nair, a successful entrepreneur and corporate consultant hailing from Kerala, has been associated with the wellness industry for more than two decades now. That led him to close interactions with specialist physicians, especially functional medicine specialists and thus was born his passion for improving healthcare delivery in India. This is a look into the world of Mr Sajeev Nair, who is making huge waves recently.

Sajeev Nair is a double postgraduate in Chemistry and Business, he used his science skills to study the healthcare trends and medical research output coming from the world's best universities and hospital systems. In this process, he himself became a biohacker, experimenting on himself some of the latest breakthroughs coming up from healthcare research. He is an evangelist of Wellness Revolution 2.0. While

eplimo

VIEROOTS

The pioneer in
Personalised Lifestyle Modification
Truly a next generation wellness technology company

Entrepreneur

Actor Suniel Shetty Invests in Healthtech Startup That Pioneers in Epigenetic Lifestyle Modification

Shetty has made an investment in Kochi-based healthtech startup Vieroorts Wellness Solutions Pvt Ltd, which is estimated to be valued at around 100 Crores



Actor-producer Suniel Shetty has been known for his numerous movies. But it is his business side and smart investments that have made him one of the wise investors in the country.

Making yet another move the actor has recently invested an undisclosed amount in Kochi-based healthtech startup Vieroorts Wellness Solutions Pvt Ltd (VWS). The company is estimated to be valued at around 100 Crores and was officially registered in 2018.

What made Shetty invest in the company was the innovative thought behind it. "I could relate to the company's core values and innovative thought process in the wellness category hence the decision to invest."

BusinessLine

Info-tech

Covid-19: Start-up Vieroorts leverages AI to fight co-morbidities

Vinson Kurian | Thiruvananthapuram | Updated on August 13, 2020 | Published on August 13, 2020

Sajeev Nair, Founder and Chairman, Vieroorts Wellness Solutions

Can identify 200+ afflictions, stores digital trail

Kochi-based health start-up Vieroorts Wellness Solutions has introduced Epigenetic Lifestyle Modifications (EPLIMO), a programme to create highly personalised lifestyle modifications based on genetic profiling and metabolic assessment.

Hindustan Times

BRAND POST

Health missionary-entrepreneur Sajeev Nair's Vieroorts App holds the promise to futuristic AI-enabled well-being

The app will offer 'personalised' recommendations to clients based on the individual's genetic make-up and requirements. This Matrix-version of your local gym may look a bit intimidating at first but, believe us, this venture has its heart in the right place.

By HT Correspondent
UPDATED ON DEC 03, 2020 04:57 PM IST

Sajeev Nair

Artificial Intelligence (AI) is not a buzzword anymore! With his Wellness start-up, Vieroorts, Kerala-based serial entrepreneur Sajeev Nair has turned a new page in physical and mental wellbeing of Indians. Vieroorts' mobile

With WHO Anyone Can Play the E-Com Boom From Home

Bengaluru based health tech startup, Vieroorts Wellness Solutions, is bringing together this demand and supply sides to launch WHO, a revolutionary Work From Home model, that anyone can start as a part-time job or side hustle, and grow it to be an amazing wealth creator for themselves.

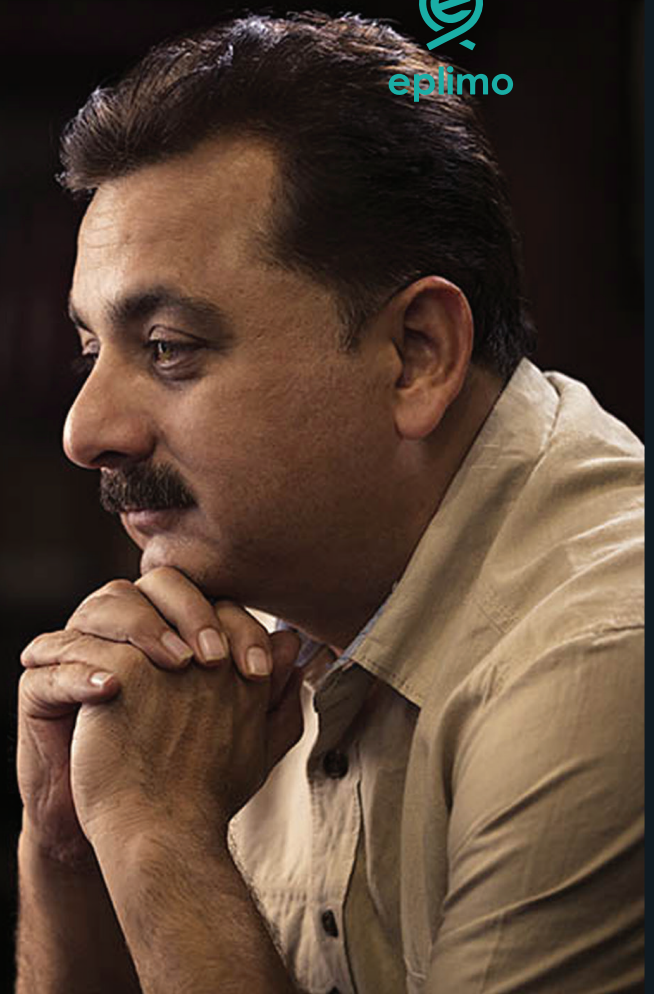
WHO is a fully loaded digital platform where people can join and start selling Vieroorts' revolutionary wellness products through social media channels, utilising the latest tools and technologies that the company provides.

The model of the day is e-commerce, as seen from the success of giants like Amazon and Flipkart. But an employee, or a self-employed person or a small business owner or a homemaker has no way of participating in this amazing momentum that e-commerce



ARE YOU **REALLY**
LEADING A
HEALTHY LIFE...???

IT'S TIME TO TAKE AN
INFORMED CHOICE



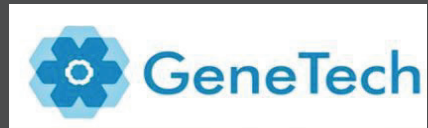
eplimo



**READY TO
JOIN OUR
100+ CLUB ???**

eplimo





Quality Accreditations





by



For any further queries

Vieroots Wellness Solutions Pvt. Ltd.

**Contact: +91 62389 42270,
+91 62389 41426**

E-mail: support@vieroots.com

www.vieroots.com