



ph360's New Smart Health Technology, Shae™, Pioneers The Next Generation of Lifestyle as Medicine

“The real key to our health is written in our body’s unique code. And we’ve cracked it. Now that we can translate that code, we have the opportunity to be a thriving, happy and healthy society.” states Matt Riemann, personalized health expert and founder of [ph360](#).

Personalized health platform, ph360, debuted as an online app that provides an individualized guide to food, fitness, environment, and lifestyle for optimal wellness. Employing scientific calculations of each user’s body measurements, genetic data and health history, ph360 recommends food, fitness and lifestyle changes to support individuals in achieving optimal health. Shae™ is it’s evolution. It’s complete life-science technology using big data and deep learning to offer personalized health recommendations. Learn more about Shae™ with this 1 minute video <https://vimeo.com/161845041>

The sciences with the greatest influence on this platform are Epigenetics and Nutrigenomics. Based on individual phenotypes, combined, these sciences determine how lifestyle affects individual health and then is able to recommend lifestyle as medicine.

Reported results of the ph360 platform include everything from extreme weight loss to the end of migraines, insomnia, skin problems, digestive issues, control of autoimmune disorders, diabetes, heart disease and even reducing negative effects from treatment of serious illnesses like cancer. Building on the ph360 program, Shae™ is the health tool with the most potential to reverse the chronic disease epidemic. It is personalized, predictive and preventative and offers both deeper insights and broader categories of recommendations.

It’s important to note that [Shae™](#) is for healthy people too. With ph360 and Shae™, individuals can fuel themselves with the right things to improve vitality, digestion, sleep quality, energy, thought function and appearance.

Ph360 launched a Kickstarter campaign to support the development of Shae™ on April 7, 2016, World Health Day, achieving its fundraising goal of \$100K in just over 24 hours. Shae™’s crowdfunding campaign can be found [here](#) and features offers from \$10. For more information about Shae™ and ph360.me see www.ph360.me. Media interviews with personalized health expert Matt Riemann available through media@ph360.me