

The background of the entire image is a solid yellow color. Overlaid on this background are several concentric circles in a lighter shade of yellow. These circles are centered and expand outwards from the center of the page, creating a ripple effect. The text is centered within this design.

A SUMMARY OF ZOE

BY THE NOURISHMENT ACADEMY

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TNA

TRAINING, NUTRITION, ACCOUNTABILITY

**SURREY'S LEADING SMALL GROUP
TRAINING FACILITY FOR WOMEN.**

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WHAT IS ZOE

Zoe is a health science company established in 2017 by Professor Tim Spector of King's College University, Jonathan Wolf, and George Hadjigeorgiou, the former CEO of Houstrip. Their research delves into understanding how the body responds to food, focusing on gut microbiome health and blood fat responses, including blood lipids and blood sugars. Zoe harnesses the power of AI to tailor personalised eating plans based on individual responses.

HOW DOES IT WORK

Let's delve into the mechanics of Zoe:

Initially, you'll complete a questionnaire and provide a stool sample to initiate the process. These data points enable Zoe to assess your gut health and gauge your body's response to sugar intake.

If you opt to take part in their study, you'll receive a blood glucose monitor. Alternatively, if you prefer not to partake, you can still contribute by submitting a questionnaire.

In return, Zoe offers feedback based on your body's glucose tolerance in response to specified foods.

Once gathered all necessary information, Zoe compiles a personalised report for you which includes various facets, such as; your dietary inflammation profile, scored on a scale of 0-100, an introduction to food scores, insights into foods tracked during the testing period (if you have consented to the study), and a breakdown of 15 gut microbes, as per their research interpretation.

The report is accessible via the app, all while you're paying for the membership.

WHAT'S INCLUDED IN ZOE?

- **Blood Sugar Management:** By monitoring your blood sugar response to different foods, Zoe helps you understand how your body processes sugars and carbohydrates.
- **Gut Health:** Zoe's analysis provides an in-depth understanding of your gut microbiome, including the composition of beneficial and harmful microbes.
- **Nutrition Score System:** Through AI-driven algorithms, Zoe can help you to recognise how to improve each meal.
- **Meal Planning and Feedback:** Zoe provides sample meal suggestions and feedback based on your test results.
- **Habit Building:** With features like habit-building tools and real-time blood glucose monitoring,

THE PERSONAL RESULTS

What can you find within the individual report?

Expect to find your dietary inflammation profile, gut health overview. Plus education on how these scores are calculated and a comparison to other people of similar age & sex.

You’ll also find a section called “introduction of food scores” that help you better understand how the scoring process works.

	No filling	 Bacon, Lettuce & Tomato	 Tuna Mayo & Lettuce	 Peanut Butter & Jelly	 Avocado, hummus & lettuce
No bread		24	53	70	100
 English Muffin	14	20	25	46	63
 Bagel	23	24	33	50	63
 Baguette	24	24	36	52	66
 Whole-wheat	52	39	53	61	75

As you can see, the foods which are less processed, have more vitamins and minerals and are lower in saturated fats rate higher.



Meet Emily,
ZOE nutrition scientist



Meet George,
ZOE co-founder

Emily's blood sugar control

Bad



George's blood sugar control

Good



Emily's blood fat control

Good



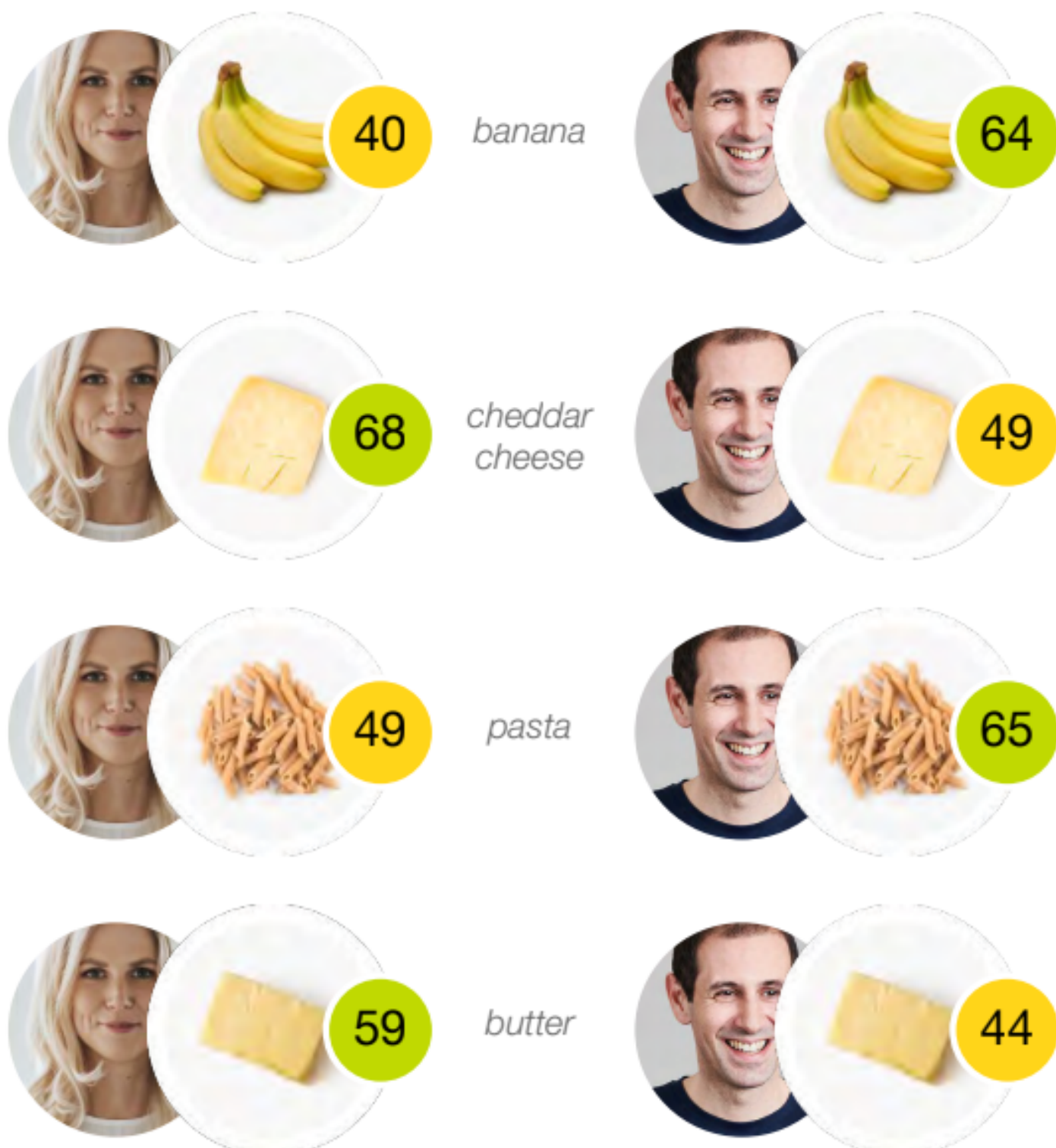
George's blood fat control

Bad



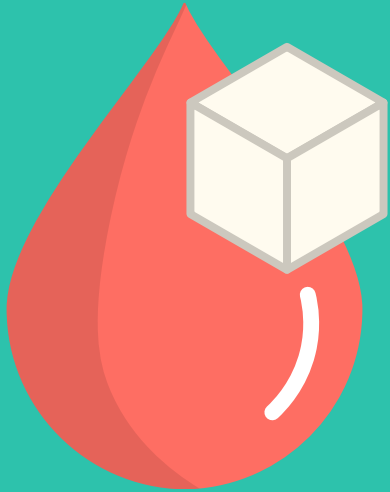
The report also shows how different foods will rate higher for different people. Here's an example showing that Emily's blood sugar control is marked "bad" and therefore foods higher in carbohydrates will be lower scoring for her.

Where as George's blood fat control is "bad" so higher carbohydrates and lower fat will be better for him



PRICING

When you visit the Zoe website, you'll notice it's divided into two main sections:



1) There's the Zoe test kit, which you can purchase separately. This kit allows you to delve into your gut health and how your body responds to sugar.



2) There's the membership, which grants you access to the Zoe app. Here, you'll receive your testing report alongside your supposedly tailored nutrition plan. The app also throws in some recipe recommendations, a My Fitness Pal-style entry system for food scoring, and other handy tools for building healthy habits.

In terms of pricing, you've got a few options to consider. You can go for £59.99 per month, £159.99 for a 4-month subscription, or £299.99 for a whole year. And remember, the testing kit is an extra £299.99, and they don't let you skip it, unfortunately!

DOAC

**“calories”
are a total lie!**



WILL ZOE HELP ME?

Over the next few pages I have taken each insight and broken it down to show what the science says and if it can really help you toward your goal.

I've tried to make this as non-biased and well rounded as possible so you have all the information to decide if Zoe is for you or not.

BLOOD SUGAR MANAGEMENT

The biggest draw of Zoe lies in its promise to enhance our understanding of our blood sugar. Tim, the driving force behind Zoe, claims that if we can minimise our blood sugar spikes we will reduce hunger frequency and curbs mealtime consumption.

What does the evidence reveal?

Zoe's internal investigations, indicating that individuals experiencing bigger blood sugar fluctuations also were seen to eat more at meal times and were frequently more hungry throughout the day.

Over the years, numerous studies have delved in to try and understand if there was a link between blood sugar levels and obesity. Among them, a meta-analysis comprising seven studies stands out. This analysis investigates the interplay between insulin and blood glucose post-meal, understanding their impact on appetite and energy intake across varying weight categories.

Interestingly, participants within the healthy weight range experienced increased insulin levels, thereby heightened satiety which consequently meant their lunch consumption remained moderate, underscoring the importance of blood sugar regulation in appetite control.

Individuals at a healthy weight displayed marginally better regulation compared to their overweight counterparts.

BLOOD SUGAR MANAGEMENT CONCLUSION

Zoe's research faces a gap in understanding the participant.

The lack of clarity regarding the comparison between overweight and healthy-weight adults poses challenges in interpreting the data accurately.

For instance, individuals experiencing significant blood sugar dips may not necessarily be overeaters and conclusions regarding increased food intake may be misleading.

CONCLUSION

Firstly, it's crucial to understand that BMI-defined overweight individuals don't inherently have poor blood sugar management.

Secondly, while poor blood sugar regulation may be present in any adult, it doesn't necessarily translate to increased meal frequency or larger meal sizes throughout the day.

Lastly, blood sugars are meant to peak and trough throughout the day. Unless you're diabetic there is no evidence to suggest that this is unhealthy, nor that better managed blood sugars will equate to losing body fat or improve other health markers.

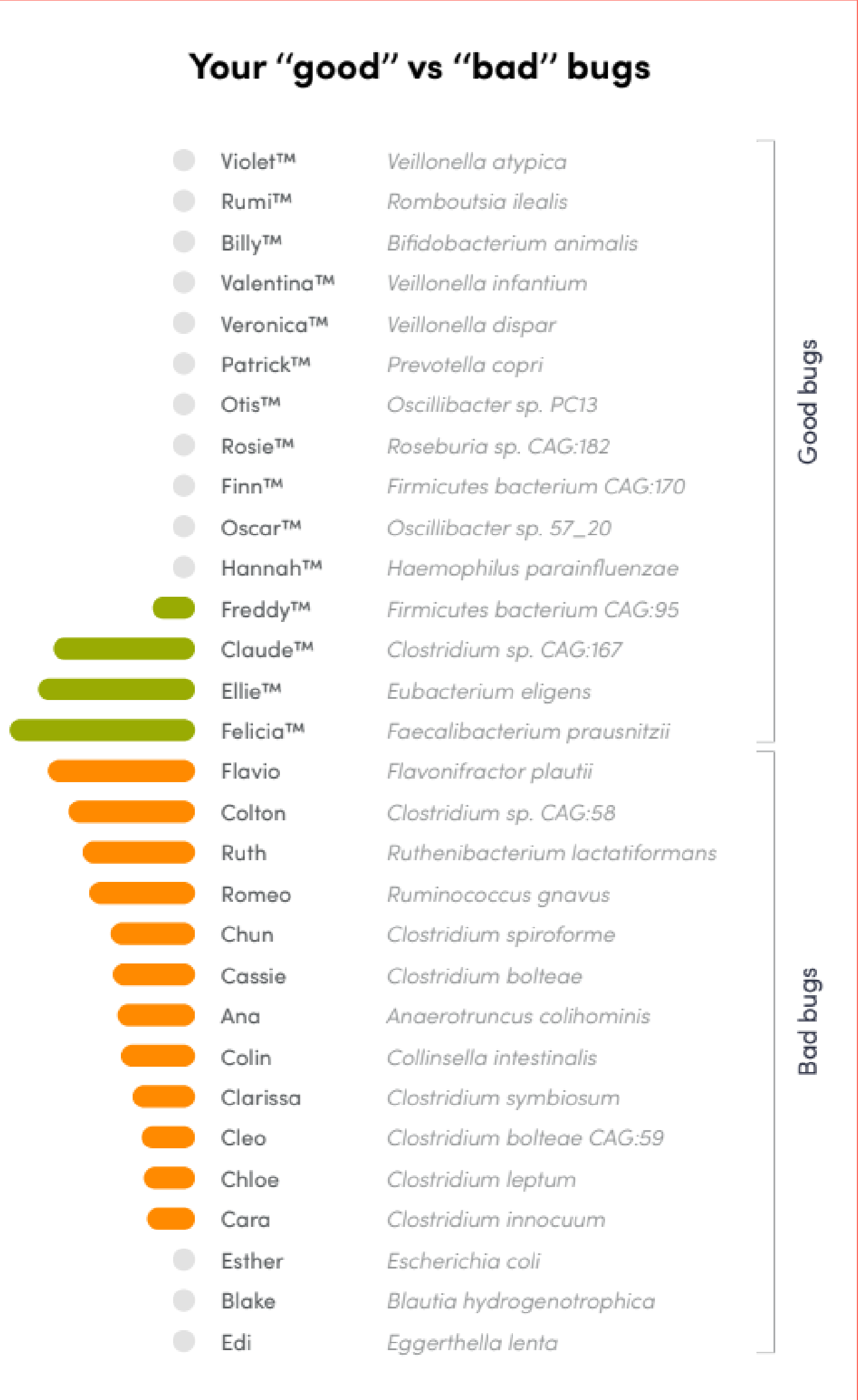
GUT HEALTH

Our gut health plays a pivotal role in determining our longevity and overall quality of life, another major reason why so many are drawn to Zoe which provides each customer with an overview, such as the photo below, from the stall testing.

The scientific understanding of gut health has advanced significantly in recent years.

We now know that imbalances in the gut microbiome can contribute to a wide range of health issues, including: IBS, IBD, allergies, autoimmune diseases, obesity, diabetes, and even mental health conditions like depression and anxiety.

Despite the progress made in gut health research, there is still much that remains unknown about the complexities of the gut microbiome and its impact on human health. The gut microbiome, for instance, is incredibly complex and highly individualised, with microbial communities unique to each person, presenting challenges in understanding their full implications for health and disease.



GUT HEALTH CONCLUSION

In conclusion Zoe provides each individual with an extensive list of the good and bad bacteria found in their gut.

While this information could be an interesting read, it may not yet be useful due to the ongoing complexities and uncertainties surrounding gut microbiome research.

As our understanding of gut health continues to evolve, Zoe's insights may become more actionable and relevant.

POST TESTING

Whether or not the data that is provided via Zoe is useful or stacks up scientifically, it's worth asking how will you utilise it?

We live in a world where data is at our fingertips. Your watch can tell you how many steps you did today or how much quality sleep you had last night, but is this data having a healthy impact on us?

The results from Zoe may show you that you should be eating more vegetables, drinking more water, moving more, eating less processed foods
But isn't this information we already know?

For some, seeing the data may spur them on, like it did when the apple watch first arrived.
While others may be left feeling like they have more rules and "to-do" lists.

CONCLUSION

No matter if you're in the Zoe camp or not the messaging is pretty spot on

TO EAT MORE
MINIMALLY PROCESSED
FOODS. TO PRIORISE
VEGETABLES AND
PROTEIN AND TO
LISTEN TO YOUR BODIES
RESPONSE.

And if you're someone that likes data and enjoys being told how to eat then you would probably enjoy taking part in the Zoe study.

However, if you're someone who has battled with your weight or relationship with food or someone that knows your eating habits are related to your mindset, then being told what to do by an app probably isn't the best choice for you.

WHAT DO THE TNA COACHES SAY?

it's amazing that so many people now want to take charge of their health and there are now so many things available for this, zoe is one of the ones that has emerged more recently and has done very well for a number of reasons. From the surface its a straightforward way to manage your diet and make you 'healthier' but as emma said, dive a bit deeper and it actually isn't all that personalised. Your blood sugar is meant to go up and down, that is what your body is designed to do! I'm worried that zoe is creating fear around foods and ways of eating and actually causing more psychological harm than good, when this is something we have tried to come away from for such a long time. In the gym we tell you to listen to your body so much and the whole of the 6 weeks is about establishing a better relationship between your hunger and how you feel around food. Instead of jumping straight in to zoe, work with your coach or a nutritionist and try to find out what foods actually feel good for you. Your body will give you signals if it doesn't like something, just like it tells you when it's hungry or full. It can be as simple as balanced meals with protein, fats and carbs together to slow down digestion, more fibre or just work on more variety - I think you'd be surprised about just how much of a difference little things like this can make.



WHAT DO THE TNA COACHES SAY?

When Zoe first came on the scene I was apprehensive as to how clients would respond to this and it's been interesting to hear feedback from them both positive and negative. I think it's great that everyone wants to be so in tune with their body, experimenting with what diet works best for them but the effectiveness of personalised nutrition recommendations may vary from person to person. While Zoe is based on scientific research and data analysis, individual responses to dietary changes can be complex and not always predictable. My worry is the data analysis that is accessible to clients will give fear around certain foods and will fall back into a poor relationship with their nutrition. Relying solely on personalised nutrition recommendations from a service like Zoe Nutrition may lead to a dependancy on external guidance rather than developing long-term healthy eating habits independently. At TNA we are all about living a happy, healthy and sustainable lifestyle for both our physical and mental health which we will continue to advocate.



WHAT DO THE TNA COACHES SAY?

Like a lot of people, I was initially intrigued by Zoe as it came across as a next level approach to health that hadn't seemingly been seen in the industry before though I worry now it's another diet cycle wrapped up with the current buzz words of gut health and science. I think anything that gives people more connection and awareness to all pillars of their own health is a positive for a number of reasons. These include increased autonomy, improved physical, mental and physiological health which then improves their day to day experience and also takes the strain of a struggling health system in some ways. I just feel as a whole we could get more value from putting our minimal time, energy and money nowadays into building our knowledge and implamenting more simple, balanced and varied health foundations into our life that are less confusing, more effective and value for money as a starting point and then potentially in a few years time, when there is more research and we have a strong base of the basics, we can look into this field. We're all not meant to know and be highly skilled in everything and so I feel a collaborative approach to health and wellness is best, though I worry Zoe is too much information that could be responded to in an unhealthy way and build challenging health behaviours for some people.



HOW CAN TNA SUPPORT YOU

Whether you're actively engaged with Zoe or not, don't hesitate to reach out to the TNA coaches for additional accountability or any inquiries regarding your habits, dietary preferences, or routines.

Our primary goal is to provide support and guidance, empowering you to understand your body and optimise your nutrition to achieve the best results.

