

# HEALTHY-LONGER



**We improve mental health**  
by balancing neurotransmitter  
levels with personalized nutrients –  
**naturally, scientifically proven.**

Become our partner and improve the  
outcome of your therapy - and your reward.

# HEALTHY-LONGER offer to partners (specialists)

<p><b>Our service “BALANCED MIND” in a nutshell</b></p>	<ul style="list-style-type: none"> <li>Analyses of mental health symptoms of the clients/patients and their levels of 21 key neurotransmitters assigned to ten mental health categories (e. g. depression, burnout, anxiety, addiction, insomnia).</li> <li>Overview of neurotransmitter imbalances of the clients/patients and substances/nutrients needed to balance them (increase or decrease).</li> <li>Comprehensive digital report with all results, the analyses and a highly personalized and scientifically proven nutrient therapy to follow.</li> </ul>
<p><b>Clients/ patients benefits</b></p>	<ul style="list-style-type: none"> <li>Clients/patients can improve their mental health and increase the effectiveness of other therapies.</li> <li>Clients/patients do not need to change their diet or lifestyle. Instead, they add available and affordable nutrients from unprocessed foods to their daily nutrition.</li> <li>There are no risks of side effects.</li> </ul>
<p><b>Partners/ (specialists) benefits</b></p>	<ul style="list-style-type: none"> <li>This is an additional tool for your treatment of mental health clients/patients and a differentiation of approach compared to other specialists without cost and additional effort on your side.</li> <li>Our nutrient therapy can improve the effectiveness of other therapies. There is the potential of reducing/adapting medical treatments following our nutrient therapy.</li> <li>We offer a personal onboarding and regular webinars for you to learn about our service, scientific progress and data, experiences etc.</li> <li>We handle questions from your clients/patients for you.</li> <li>We offer a fee for each client/patient referral of CHF75.</li> </ul>
<p><b>Simple process for partners</b></p>	<ul style="list-style-type: none"> <li>Upon registration as a partner on our webpage <a href="http://www.healthy-longer.com">www. healthy-longer.com</a>, you receive a partner number which your clients/patients use when ordering the service “BALANCED MIND”. You will automatically obtain the sum of your referral fees each month. Subject to a certain order volume the option of white labelling (the service offered under your name and brand) is also available.</li> </ul>



# Nutrition is beneficial for any mental health therapy

## TODAY:

Therapy  
for social/  
psychological  
factors

Medications for  
physiological  
factors

- Our brain (2% of our body weight) needs 20-40% of nutrients<sup>1</sup> and calories we eat. Due to the decreasing nutrient density, we have a nutrient deficiency of up to 60%<sup>2</sup>, even if we eat healthy.
- From nutrients our body produces neurotransmitter (NTs), substances responsible for brain functions and mental health.<sup>3</sup>
- Neurotransmitter imbalances weaken our mental health and resilience.<sup>4</sup>
- Patients who integrate nutritional therapy improve (20-100% symptom reduction).<sup>5</sup>

## TOMORROW:

Therapy  
for social/  
psychological  
factors

Medications for  
physiological  
factors



Nutritional therapies  
to improve mental  
health and the  
effectiveness of  
other therapies



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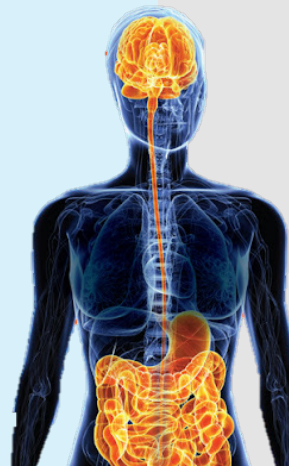
# Our methodology: Balancing neurotransmitters (NTs) with personalized nutrients

(patent in filing process)

## PHYSIOLOGICAL BACKGROUND

### IN NTs and nutrients

Permeable Brain Blood Barrier allows transport IN of NTs and nutrients and transport OUT of metabolites (6 k studies).<sup>6</sup>



### OUT Metabolites

Urinary levels of NTs and metabolites are stable and suitable to analyze mental health (2 k studies).<sup>7</sup>

## METHODOLOGY

Improved mental health



Balanced NT levels



Precursors/co-factors of  
NTs



Personalized nutrients



Unprocessed food  
(nutrient dense)

## EXAMPLE

Motivation, mood, energy



Dopamine



DOPA



Tyrosine



Mustard seeds

## Scientific evidence (No of studies)

200 k<sup>1</sup>

1,500 k<sup>2</sup>

60 k<sup>3</sup>

30 k<sup>4</sup>

Food data banks<sup>5</sup>

1,3,4. Searches: relation NT & mental health, precursors and co-factors of NTs, impact nutrition/neurotransmitters, US National Library of Medicine, National Institutes of Health; 2. Search: neurotransmitters, US National Library of Medicine, The National Center for Biotechnology Information; Steven E Hyman, "Neurotransmitters", Curr Biol, 2005 Mar 8;15(5):R154-8; 5. U.S. DEPARTMENT OF AGRICULTURE, Agricultural Research Service; <https://fdc.nal.usda.gov/>; 6. W M Pardridge, "Transport of nutrients and hormones through the blood-brain barrier", Fed Proc, 1984 Feb;43(2):201-4; Rosa Zaragoza, "Transport of Amino Acids Across the Blood-Brain Barrier", Front. Physiol., 23 Sept2020 (Van Meer and Simons, 1986; Tewes and Galla, 2001; Hawkins et al., 2006, 2013); 7. Torbjörn Åkerstedt et al., "Comparison of urinary and plasma catecholamine responses to mental stress", Acta Physiologica Scandinavica, 1983; Alan J. Zametkin, M.D., "Urinary Phenethylamine Response to d-Amphetamine...", Am J Psychiatry 141:1055-1058, 1984; H W Moises et al., "Urinary Phenylethylamine Correlates Positively with Hypomania, and Negatively with Depression, Paranoia, and Social Introversion on the MMPI", Eur Arch Psychiatr Neurol Sci ( 1986) 236:83-87; Akira Kusaga et al., "Increased Urine Phenylethylamine after Methylphenidate Treatment in Children with ADHD", Ann Neurol 2002;52:371-374; Amnon Kahane, MD, "Urinary Neurotransmitter Analysis as a Biomarker for Psychiatric Disorders", Townsend letter – jan 2009; Federica Gevi et al., "Urinary metabolomics of young Italian autistic children supports abnormal tryptophan and purine metabolism", Gevi et al. Molecular Autism (2016) 7:47; S R Pliszka "Urinary catecholamines in attention-deficit hyperactivity disorder with and without comorbid anxiety", J Am Acad Child Adolesc Psychiatry 1994 Oct;33(8):1165-73

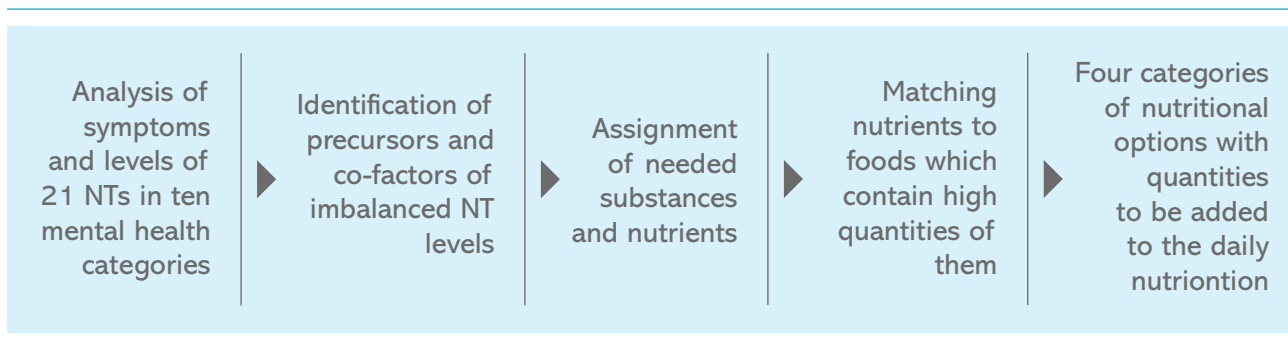


# Our digital, evidence-based solution

## CLIENT PROCESS



## Digital anamnesis data & NT test results



## 80 page personal report



## BENEFITS:

- Convenient (home sampling, digital report)
- Personalized, science and evidence based
- Natural, no risk of side effects
- Use of dry urine cards for superior stability and ease of collection



# Management



**Joanna Ledunger**  
FOUNDER & CEO

Research and product development



**Roland Pfeuti**  
CO-FOUNDER

B2B, investors, climate, sustainability



**Paul Bannister**  
DIRECTOR

Strategy, health care sector



**Romeo Dumitrescu**  
DIRECTOR

IT, data security



**Claude-Alain Fournier**  
DIRECTOR

IT, AI, programming

# Advisors



**Kate Placzek, PhD (US)**

- Medicinal Chemistry and Molecular Pharmacology
- Neurotransmitter research & analysis



**Beat Walter (CH)**

OWNER/MD VENDBRIDGE AG

- B2B and B2C
- Go-to-market strategy



**Magda Rijk Czaplinski (CH)**

MD BELLEVUE MEDICAL GROUP

Clinic market



**Camilla Fjällberg (Sweden)**

MARKETING / O. KAAVLI AB

B2C/digital marketing



**Nachum Vaismann, Prof (Israel)**

HEAD OF CLINICAL NUTRITION, TEL AVIV SOURASKY MEDICAL CENTER

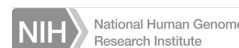
Clinical nutrition

# Partners

## Laboratory and research centre



## Research platforms



## Supplier



## IT / Logistics



## Universities & others

