



# Company Backgrounder

## What is ph360?

**ph360 is a personal health platform that provides health and lifestyle insights based on scientific calculations of gene expression. It provides a personalized guide to food, fitness, environment and lifestyle for optimal wellness.**

The ph360 online platform builds 10 years of research in anthropometry, endocrinology, physiology and phenotypology into advanced algorithms that understand the current expression of a person's genes and the lifestyle and environmental influences that can affect their individuality. By analyzing a combination of body measurements, self-assessed physical traits and current lifestyle and environment, ph360 can decipher hormone levels, metabolism and lifestyle preferences. These preferences then create a unique body profile that calculates diet, activity and mindset to help each person move towards an optimal state of well-being.

Unlike genetic analysis that only measures predispositions, ph360 takes into account family and personal health history, environment, and current lifestyle to explain each unique body profile and how this may influence their physical structure, behavior, general attitude and response to food and exercise. ph360 believes that optimal wellness is not one-size-fits-all and therefore aims to deliver comprehensive, dynamic, and highly personalized insights and recommendations that change over time to meet an individual's current fitness, lifestyle and mindfulness goals.

## Team

ph360 is created by an international team of scientists, doctors and specialists spanning Europe, Australia, Asia and the United States.

## Ownership

Founded in 2013. Privately owned. Investor funded.

## Leadership

- Matt Riemann, founder & chief executive officer
- Dr. Phillip Wuth, MD, chief medical officer
- Dr. Rebecca McLennan, PhD, genetics and biology
- Dr. Sarah Plant, PhD, epigenetics
- Dr. Cameron McDonald, PhD, dietetics
- Dr. Sophia Godkin, PhD, psychology
- John Smythe, chief technology officer
- Cameron Cooper, chief legal officer
- Rebekah Morrison, vice president product
- Daniella Remy, vice president research
- Jules Lynn, vice president experience
- Diana Anderson, vice president coaching
- Toni Morberg, vice president relations

## Market Opportunity

Each person has what is known as a "Body Profile" which is a combination of their unique muscles, bones, physiology, bodily functions, surroundings, relationships, and lifestyle. This "Body Profile" influences their physical structure, behavior, general attitude, and response to food and exercise. The one-size-fits-all approach to health promotion will not work for each individual and therefore should be personalized to optimize health.

## How ph360 Works

ph360 collects more than 200 unique pieces of data and automatically calculates up to 500 formulas and ratios. These data are combined into a sequence of more than 15 layers in many different categories, including climatology, chronobiology and symptomatology, to calculate over 10,000 data points that then form the basis for personalized health. By compiling data specific to each individual, ph360 is able to offer insight into the best foods, activity, and lifestyle for each person.

## References

- Dr. Phillip Wuth, MD, specializing in internal medicine and preventative medicine.
- Dr Alberto Garoli, MD, specializing in ayurvedic and chinese medicine research applications.
- Dr Sarah Plant, PhD, specializing in epigenetics at the department of physiology, anatomy and genetics at Oxford University.
- Dr Cameron McDonald, PhD, specializing in nutrigenomic and nutriphenomic applications
- Dr Sophia Godkin, PhD, specializing in epigenetic health psychology research applications

## ph360 Contact

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