

# Labeleat

---

## MEDIA REPORT



## PLAN DU DOSSIER

<b>CONTEXT</b>	<b>2</b>
<b>THE APP</b>	<b>3</b>
PRODUCT SCAN AND ANALYSIS	<b>3</b>
PRODUCT SEARCH	<b>4</b>
DEFINITION OF FOOD PREFERENCES	<b>5</b>
PRODUCT COMPARISON	<b>6</b>
NUTRITION SUMMARY	<b>7</b>
PRODUCT CLASSIFICATION	<b>8</b>
CONTRIBUTION	<b>9</b>
<b>CREATOR</b>	<b>10</b>
<b>MISCELLANEOUS</b>	<b>11</b>



## CONTEXT

In a context where food scandals increase continually, consumers have become increasingly concerned about their nutrition. However, food products labels are difficult to read because of the unintelligible terms and the unclear information they contain. The wealth of information on food product labels make them almost unreadable and people with special diet spend a lot of time dissecting labels.

This is what led to the idea of creating Labeleat, with a clear intention to enlighten consumers. It only takes a scan to obtain a detailed analysis of the product in question. Labeleat evaluate the impact of food products on your health and their compatibility with your diet in two shakes of a lamb's tail.

Labeleat is very easy to use. All you have to do is define your food preferences, then Labeleat will dissect products for you. The app presents to you a detailed analysis of the product (grade, nutritional values, additives, allergens, ingredients and much more) and notifies you concerning the compatibility of the product with your diet.

Labeleat goes well beyond that. The app offers a product comparison system, a search engine, a product classification system and much more. Labeleat is a real food consumption companion which enlightens you and drives your choices.



## THE APP

Labeleat is a mobile application which deciphers food product labels and presents to you an analysis which is easy to understand. Labeleat takes into account your food preferences and helps you to discover the products that match your diet, or not.

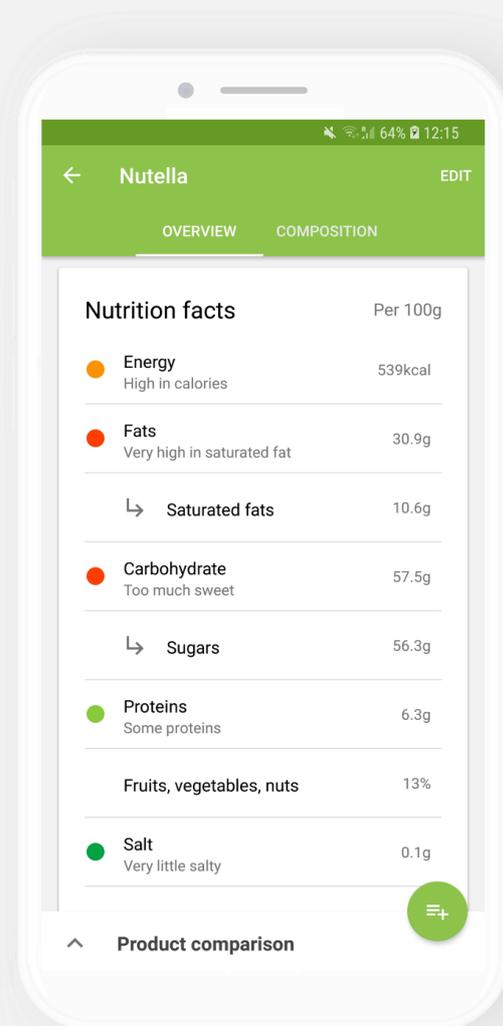
## PRODUCT SCAN AND ANALYSIS

Get the detailed analysis of a product by simply scanning its barcode with your smartphone or your tablet. Discover its ingredients, additives, allergens and much more.

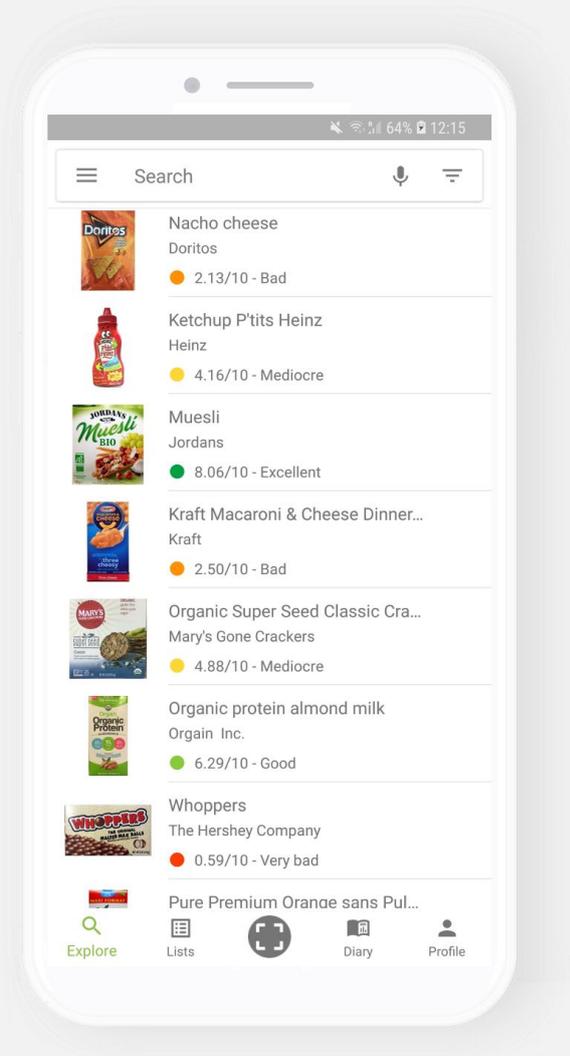
Each product is rated based on four criteria selected by Labeleat :

- 50 % - Nutritional quality
- 20 % - Degree of food processing
- 20 % - Presence of additives
- 10 % - Organic nature

Labeleat deciphers food product labels and gives you the opportunity to know immediately and easily their impact on your health.



# PRODUCT SEARCH

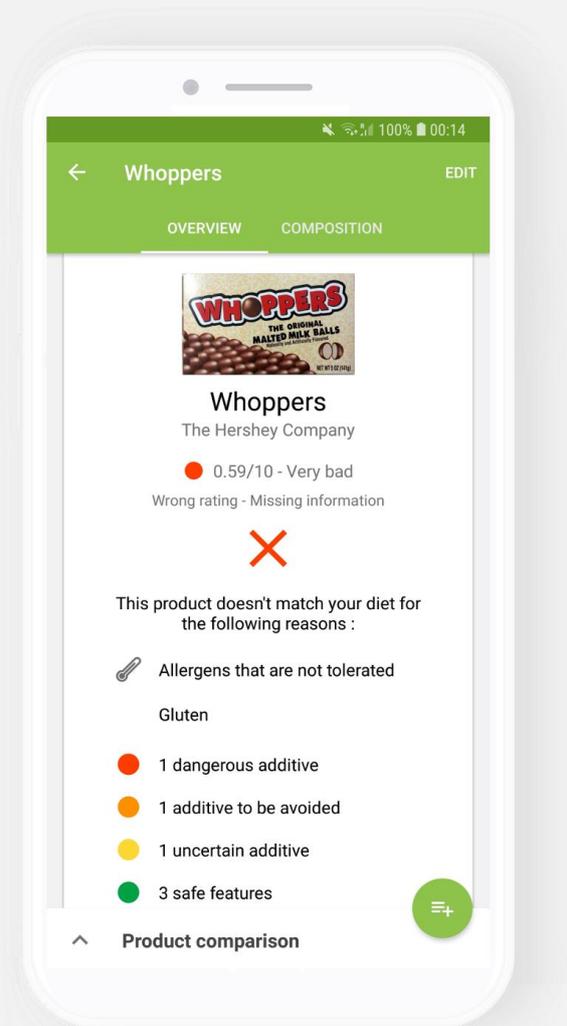


Labeleat helps you to find specific products that fit you among more than 600 000 products. Search products based on various criteria such as compatibility with your diet, the grade, the presence of additives, the presence of allergens, the vegetarian nature and much more.

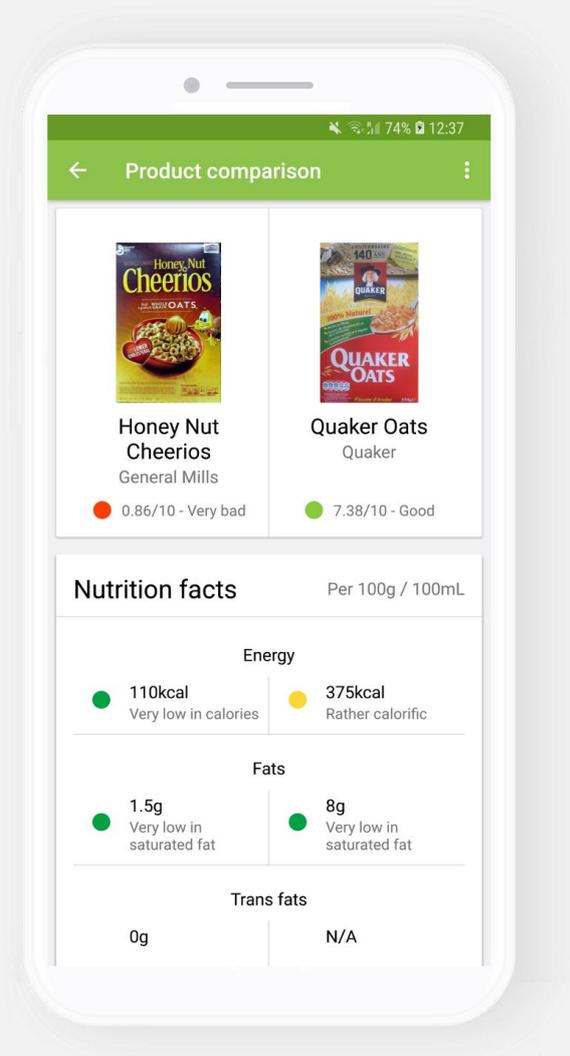
## DEFINITION OF FOOD PREFERENCES

Labeat is concerned about your food preferences and offers you to define your diet by excluding allergens and configuring your food tolerances (additive presence, organic nature, vegetarian, without palm oil, etc.).

As soon as you scan or get a food product sheet through the search engine, you will be notified whether or not the aforesaid product matches your diet.



# PRODUCT COMPARISON

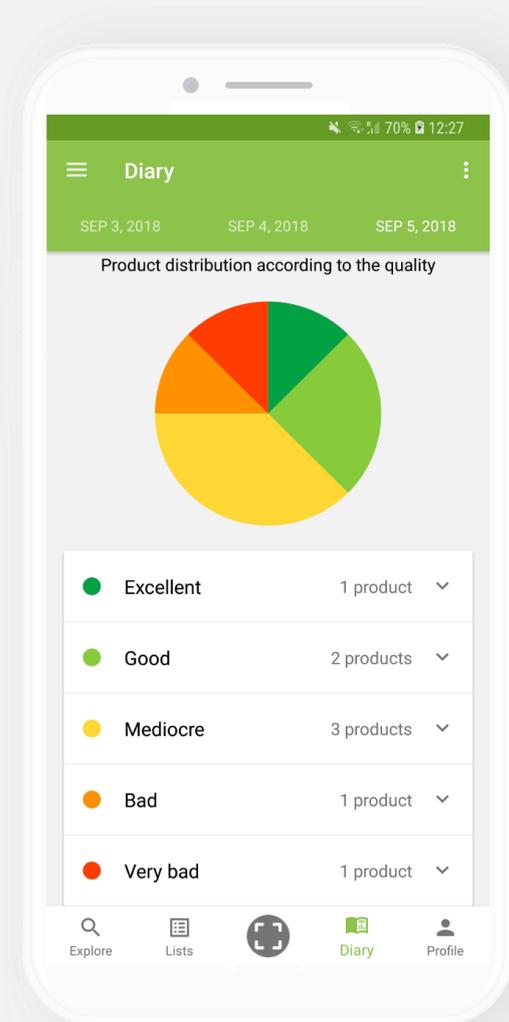


Labeleat offers a comparison tool to bring out the differences between products you have selected in order to drive your choices.

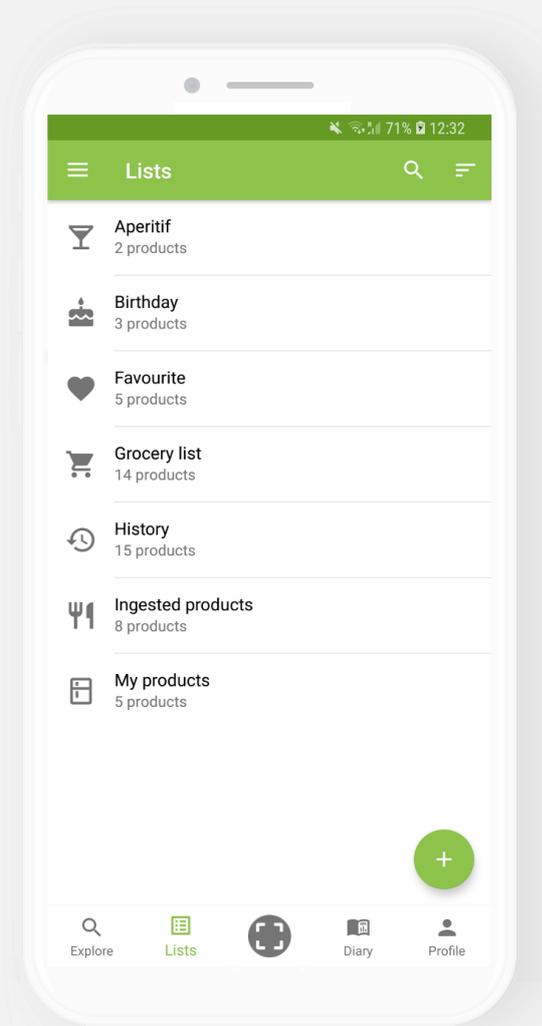
This comparison tool draws a parallel between nutritional values, additives, allergens and the grade of each product. So, you can choose easily and quickly the product whose impact on your health is the weakest.

## NUTRITION SUMMARY

Get a daily, weekly or monthly summary of your nutrition. The nutrition summary gives you the opportunity to view easily the distribution of the products that you have ingested, according to the quality on one hand, and the sum of the nutritional values of the ingested products during a given period on the other hand.



# PRODUCT CLASSIFICATION



Establish customized product lists that suit your needs. Labeleat also offers you predefined lists such as scan history and the ingested product list.

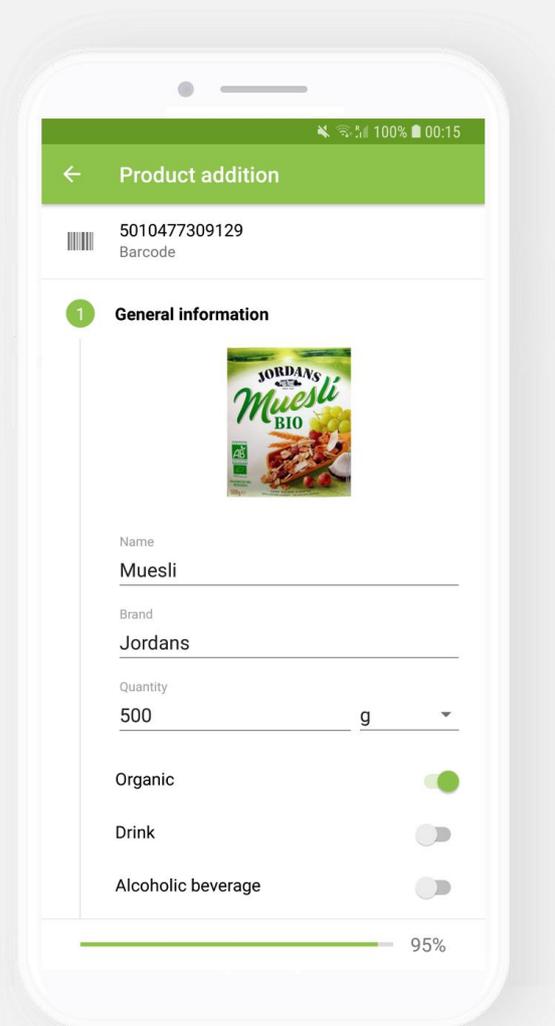


## CONTRIBUTION

---

Labeleat relies on Open Food Facts (<https://openfoodfacts.org>). It is a free food product database which is free and participative.

Labeleat follows this approach and gives you the opportunity to contribute directly to the development of Open Food Facts database by adding or updating food products.



CREATOR

## CORENTIN BECT

---

Student at engineering school

[corentin.bect@gmail.com](mailto:corentin.bect@gmail.com)



## MISCELLANEOUS

Improve your nutrition from now

DOWNLOAD THE APP

Website

[labelat.com](http://labelat.com)

