



FOR IMMEDIATE RELEASE

## **VitalityIP Brings Precision Nutrition to Everyday Life**

**AI-powered precision nutrition platform helps people turn health goals into practical food and nutrition choices in the places they shop, work, live and manage their health**

**BOSTON, July 2026** – Most people want to live healthier lives. They may want to improve energy, lose weight, manage a health condition, support healthy aging or simply make better choices for themselves and their families. But knowing what to do—and how to do it in the context of everyday life—can be complicated.

Today, VitalityIP announced the launch of its precision nutrition platform, designed to simplify personalized nutrition by bringing science-based guidance into the places where people already make decisions about their health and daily lives—from grocery store and pharmacy apps to wearable devices, workplace platforms and healthcare sites.

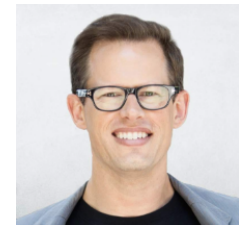
The AI-powered platform combines personal health data and preferences with clinical and nutrition intelligence to deliver personalized meal plans, food recommendations and nutrition guidance. By embedding precision nutrition into the experiences people already use, VitalityIP is designed to make healthy eating more personalized, practical and part of everyday life.

“Food can become the world's most powerful medicine when it is personalized, accessible and backed by science,” said Sarah Hoit, Co-Founder and CEO of VitalityIP. “Food is medicine. How we eat, move, sleep and live shapes our health, our quality of life and the years we share with the people we love.”

“Our challenge was connecting the right health, nutrition and food intelligence so the technology can actually help someone make a better decision in the real world,” said Michael Connor, Co-Founder and Chief Technology Officer of VitalityIP. “Now, our precision nutrition platform brings



Sarah Hoit  
Co-Founder & CEO



Michael Connor  
Co-Founder & CTO

together more than six billion lines of science and nutrition data to simplify precision nutrition.”

The platform integrates with grocery retailers, food service providers, delivery platforms, healthcare organizations, employers’ portals and wearable devices. In doing so, it turns information about an individual's health and goals into practical guidance about what to eat, what to buy and how to take the next step.

VitalityIP is bringing its platform to market through partnerships with leading organizations across multiple sectors.

- Retailers can help customers discover products and meals aligned with their needs and goals.
- Healthcare organizations and payers can better connect nutrition guidance with everyday behavior.
- Wearable technology companies can help translate health data into practical action.
- Employers can support the health and well-being of their workforce through more personalized nutrition resources.

“Precision nutrition requires more than a general-purpose AI model,” said Hoit. “It requires trusted clinical data, validated nutrition science and a deep understanding of the foods and products people enjoy. That is what makes personalized nutrition practical—and what makes VitalityIP different.”

VitalityIP is already being deployed in grocery retail and as a pilot in food service planning. The company's broader vision is to make personalized nutrition part of the systems people already use every day.

### **About VitalityIP**

[VitalityIP](#) is the AI platform powering personalized nutrition. The company's technology helps grocery retailers, health systems, employers and digital health partners deliver tailored nutrition recommendations based on each person's health goals, preferences, and lifestyle. By combining medical and nutrition science with AI and real-world shopping data, VitalityIP makes healthy eating easier, more personalized and part of everyday life. Precision nutrition simplified. For more information, visit [VitalityIP.ai](#).

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