



A MOBILE APP TO HELP YOU MAKE BETTER CHOICES ABOUT FOOD



Food4Thought is a mobile application that addresses the widespread misunderstanding of food consumption by providing healthy recommendations and a system for tracking nutrition changes that can consciously effect improvements in personal diet regimens. It's about reengineering the food environment so that eating becomes both mindful and enjoyable.

The application will incorporate a database of small, manageable changes that will have an overall positive effect on their diet and wellness if incorporated into your lifestyle over the long term. A daily reminder system and checklist will help you focus on one small change at a time, for 28 days, the span in which experts in behavioral modification say is sufficient to replace a bad habit with a better one. A support component for friends and family will help participants reach their goals, and the social aspect will contribute to the viral concept of "spreading" healthy living.

- Manageable goals
- Positive long-term effects
- Support system and accountability via social networks
- Healthy alternatives to common food misconceptions
- move from mindless overeating to mindless better eating