



GEN REV  
HEALTH

# Introducing Lumen

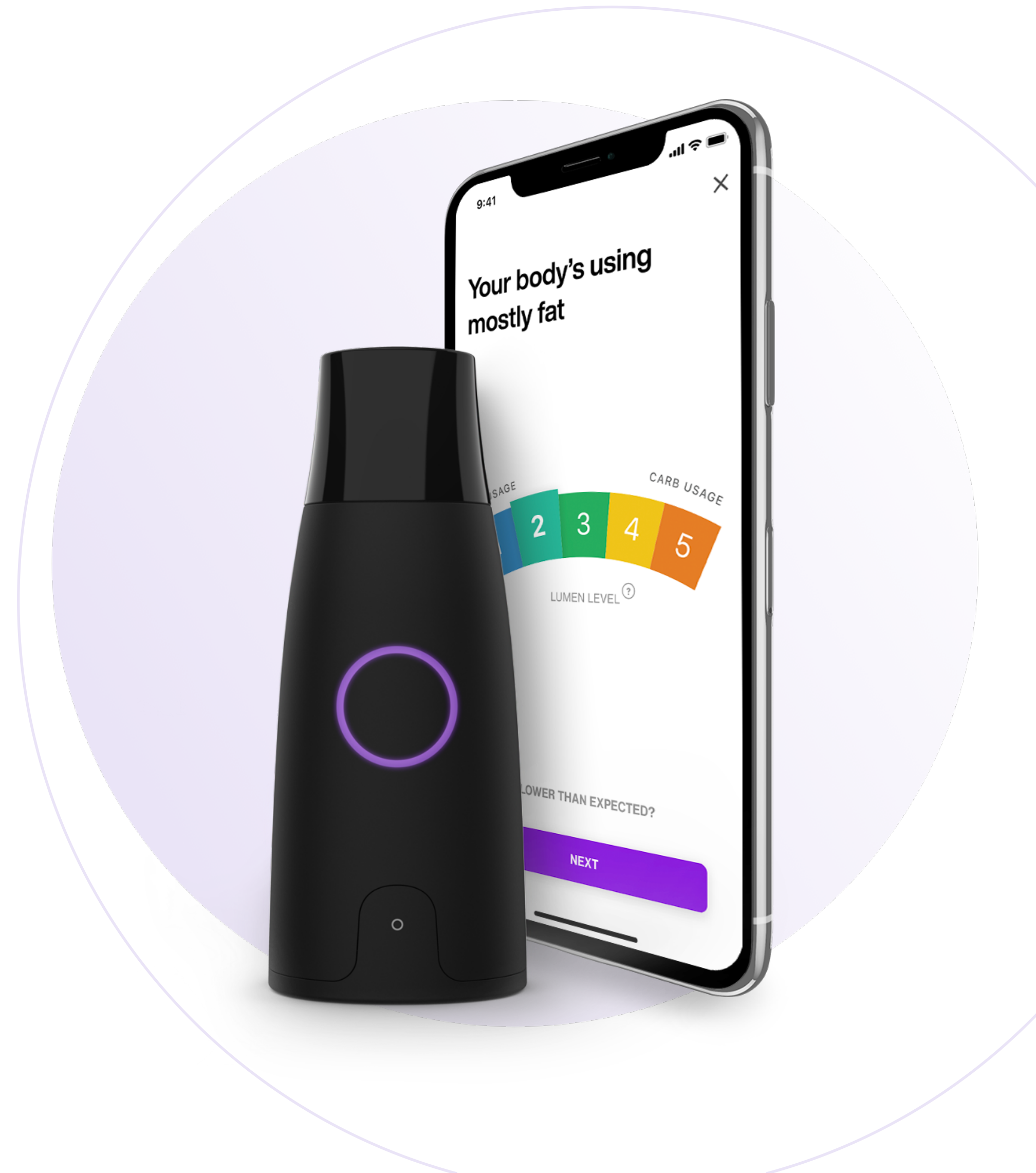
The world's first device and app that tells you if you're burning carbs or fats in real-time through the breath, in less than one minute.

Once available only to top athletes, in hospitals and clinics, metabolic testing is **now available to everyone, anywhere.**

## Lumen 6 month Membership \$300 monthly

Your Lumen Membership includes:

- The Lumen Device, a 6 month membership for the Lumen app, and 2 monthly consultations.
- Detailed Lumen data from your device is sent to your providers at Gen Rev for analysis and review.
- Lumen consultations with your healing team at Gen Rev will propel you forward in improving your metabolic health!







# Twin sisters re-imagine personalized nutrition

Lumen began with **twin sisters Merav and Michal - two Ironman winners, and PhDs in physiology.** As scientists and athletes, they were passionate about developing a way to provide personalized nutrition, but knew the only way to measure metabolism was costly and time consuming

After four years of hard work and hundreds of beta users, the Lumen team launched on IndieGogo. **Lumen broke the \$1 million threshold on IndieGogo in weeks,** and now Lumen is leading the way in bringing personalized nutrition to the entire world.



# Trusted by the Pros



## Chris Froome

4-time Tour de France winner and 2-time Olympic medalist.



*Lumen has been a great tool for me to use in preparation for the upcoming Tour De France.*



## Michael Andrew

Team USA, World Champion Swimmer



*Being able to track my metabolism has been pretty epic. Now I have the data to see exactly where my body is at.*



## Alysha Newman

Olympic Pole Vaulter



*What I love about my Lumen is that it's perfect for on the go and provides immediate feedback so that I perform at my best.*

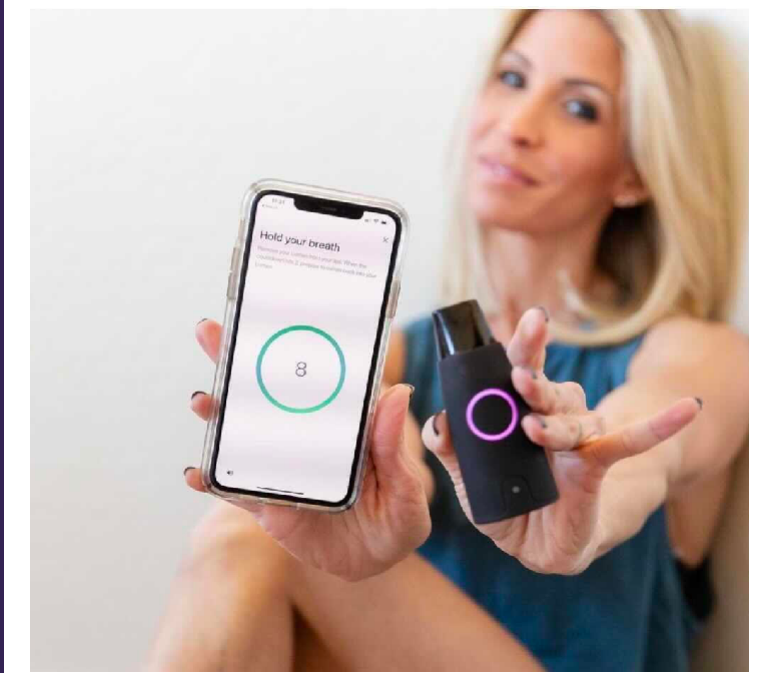


## Joe Holder

Nike Master Trainer  
Fitness columnist , GQ



*Monitoring my metabolism is a great way to bring to data into my nutrition while also checking -in on the progress of athletes I work with."*



## Heidi Powell

Celebrity fitness trainer,  
ABC's Extreme Weight Loss

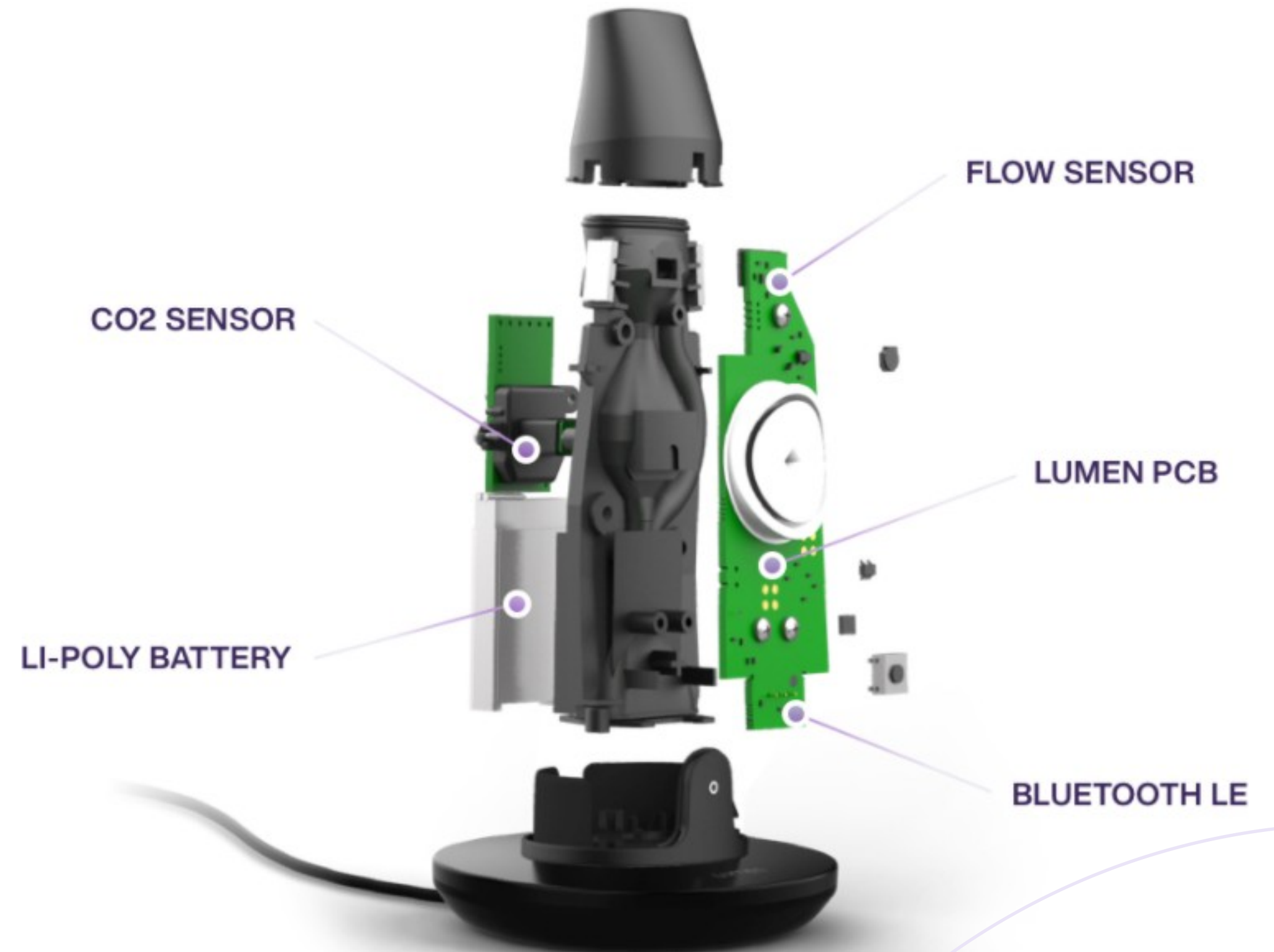


*It takes away the guess work for trainers and for you. You really are in the driver's seat."*



# How it works

Lumen's proprietary technology uses a **CO2 sensor** and flow meter to determine the CO2 concentration in a single breath, which is performed by inhaling a fixed volume of air through the device (dynamic to each individual), holding for 10 seconds, and exhaling fully.



# Lumen in the Press



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*This Smart Gadget Helps You Hack Your Metabolism And Lose Weight*

**Forbes**



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*This breathalyser lets you see what's happening under the hood, revealing your body's metabolic response to your diet*

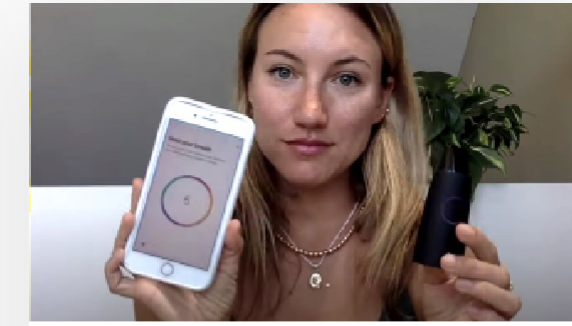
**Men's Fitness**



“

*I was blown away by this technology, and after using Lumen for over six months, I can attest it does exactly what it advertises*

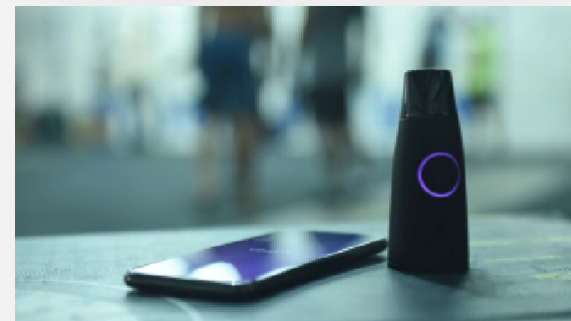
**Esquire**



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*Lumen crucially stands to level up your health, not compromise it using sophisticated technology that teaches you how to snack efficiently.*

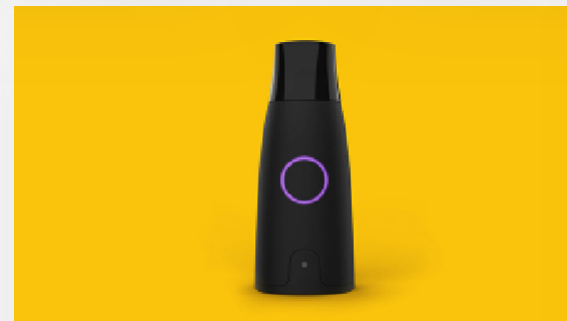
WELL  GOOD



“

*Lumen gives users a tailored daily recommended diet based on its analysis of their breath.*

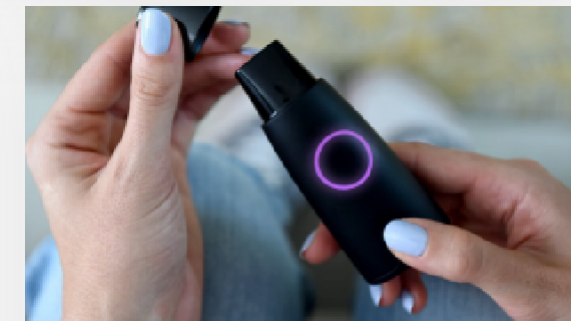
**BBC**



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*Breathe into it and the Lumen will tell you how well you're burning fat, and how to eat healthier.*

**WIRED**



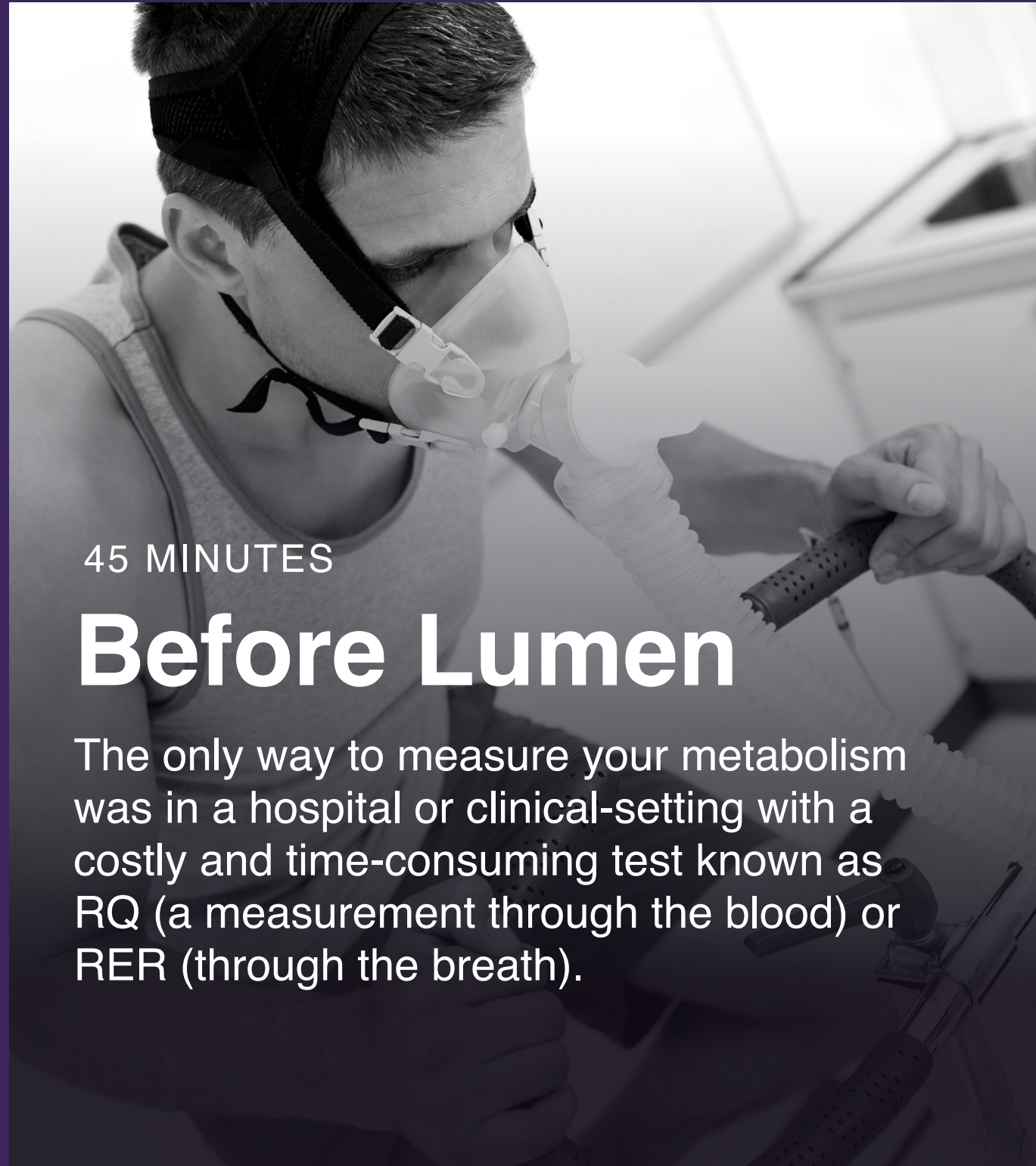
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*What once took over an hour to measure, and a team of nutritionists and scientists to analyze, can now be done in less than three minutes.*

**TE**



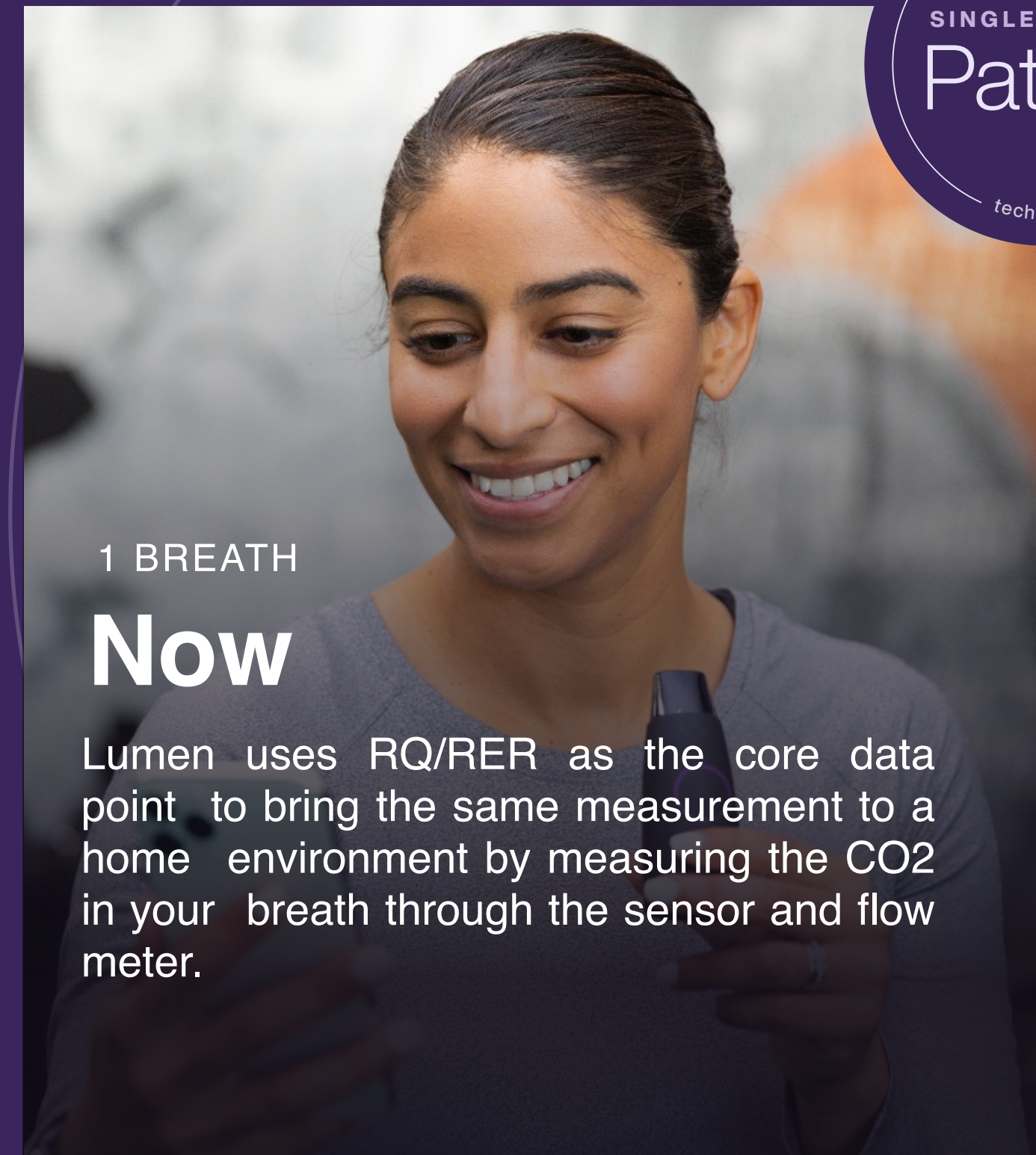
# At home metabolism



45 MINUTES

## Before Lumen

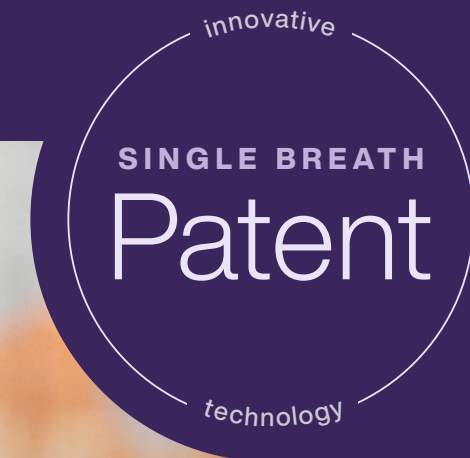
The only way to measure your metabolism was in a hospital or clinical-setting with a costly and time-consuming test known as RQ (a measurement through the blood) or RER (through the breath).



1 BREATH

## Now

Lumen uses RQ/RER as the core data point to bring the same measurement to a home environment by measuring the CO<sub>2</sub> in your breath through the sensor and flow meter.

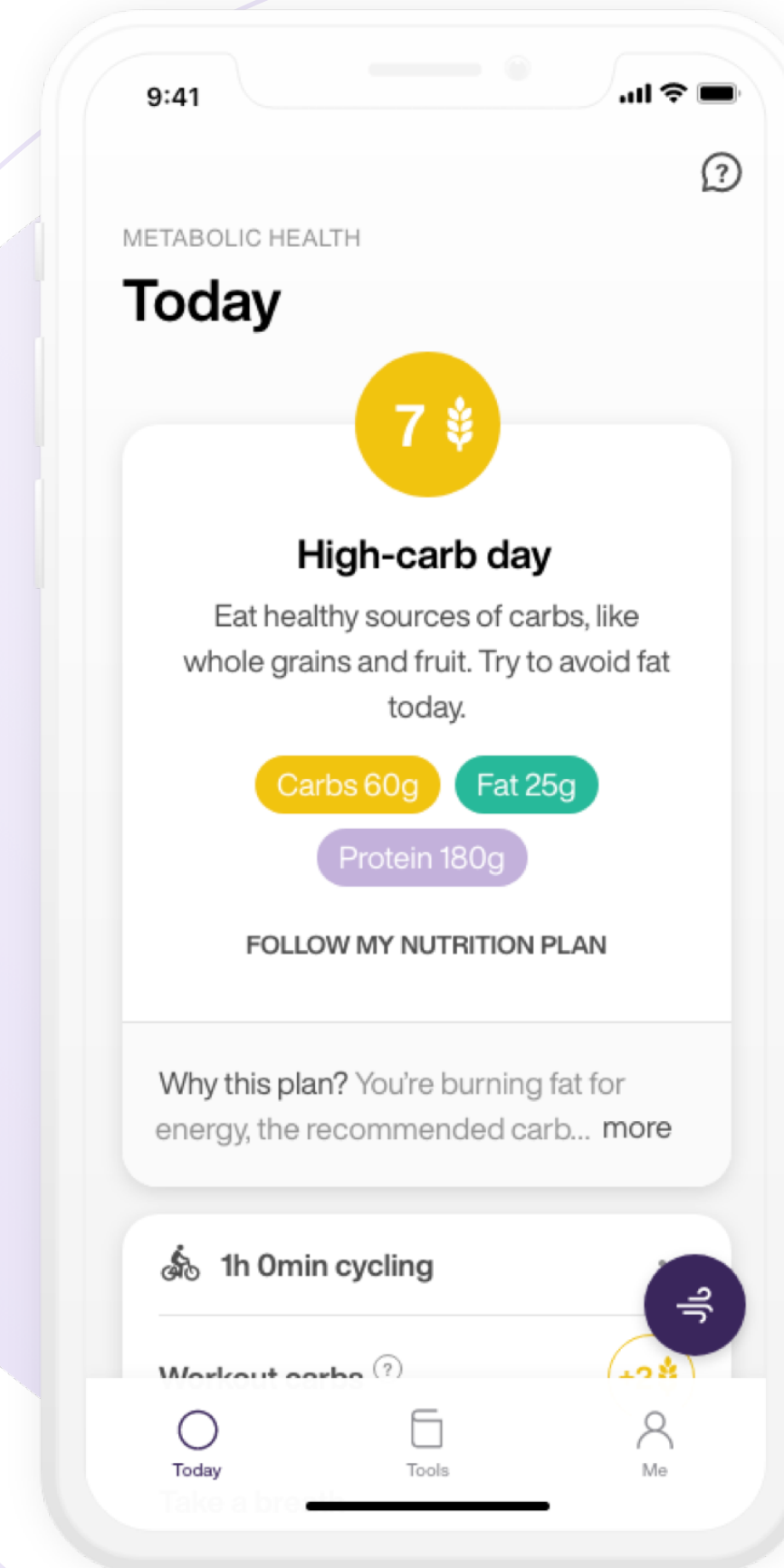




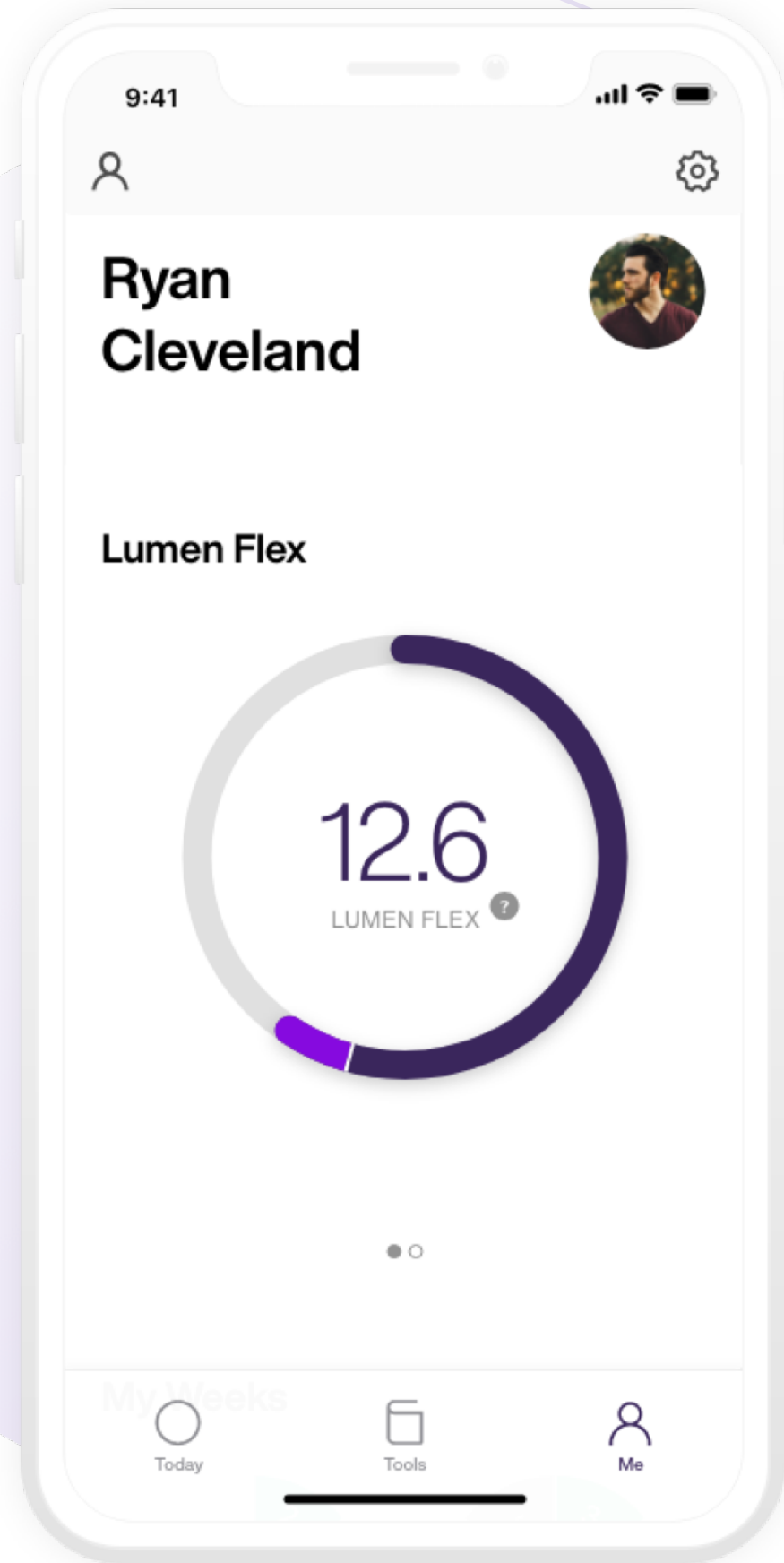
# Personalized Insights

Lumen provides a **daily personalized nutrition plan** based on what your body is currently burning, and action steps to reach your health, weight and fitness goals.

See how your habits, food and workouts impact your metabolism without having to guess or assume.







# Track and Optimize Metabolic Health

Lumen **optimizes your metabolism**, the basis of health, **improves sleep nutrition and fitness**.

Our metabolic data provides a first-of-its-kind proprietary metabolic health score that reflects your body's metabolic improvements and keeps you on track.

# Metabolic health benefits

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Build lean mass



Better sleep



Stronger immune system



Feel energized and not sluggish



Better weight maintenance



Consistent Blood Glucose Levels








# Peer-Reviewed

**This** study shows the validity of Lumen® to estimate metabolic fuel utilization in a comparable manner with the “gold-standard” metabolic cart, conveniently providing real-time metabolic information for users anywhere.

**This study is now peer-reviewed.**

## Validity of the Lumen® hand-held metabolic device to measure fuel utilization in healthy young adults

 Kent A. Lorenz,  Shlomo Yeshurun, Richard Aziz, Julissa Ortiz-Delatorre,  James R. Bagley, Merav Mor, Marialice Kern

**doi:** <https://doi.org/10.1101/2020.05.05.078980>

This article is a preprint and has not been certified by peer review [what does this mean?].

**Abstract**

Full Text

Info/History

Metrics

 Preview PDF

### Abstract

**Objective** To evaluate the validity of a novel hand-held device (Lumen®) for measuring metabolic fuel utilization in healthy young adults.

**Background** Metabolic carts measure the carbon dioxide produced and oxygen consumed from the breath in order to assess metabolic fuel usage (carbohydrates vs. fats). However, these systems are expensive, time-consuming, and only available in the clinic. A small hand-held device capable of measuring metabolic fuel via CO<sub>2</sub> was developed.

# Lumen Data Insights

Lumen is the world's largest metabolic measurement platform in the world with over 1,000,000 breath measurements per month.



**60% of users**

lost weight!

0.5kg / 1.5lb weekly



**33% of users**

improved their  
metabolic  
flexibility!



**Top 2% of users**

have 4-day fat  
burn streaks!



**7 hours /  
day**

of good sleep!



**12 hours /  
day**

of fasting!



**1000 steps**  
of daily increase!





# Contact us

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