



# *MyFitStrip*<sup>®</sup>

*wellness is personal*

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**A personalized approach to assess & improve wellness outcomes**

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***Saliva provides clues as to your future wellbeing*** Harvard Magazine, 2012

*Improve your wellbeing with real-time saliva self-testing bundled with clinically-supported nutraceuticals & medical foods*

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**Q4 2022 – Intro to Oral Wellness**

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oral wellness  
**MyFitStrip**<sup>®</sup>

# PROBLEM with wellness

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**Wellness varies wildly** based upon dietary choice, dietary compliance, and individual biology

Wellness is **highly personal**

**Difficult for consumers to conveniently measure the personal impact**





# Consumers Need to Measure Impact

To enhance wellness, functional foods & nutraceuticals must be:

- ✓ bio-actively-rich and
- ✓ metabolically converted in your body to achieve a health benefit

Saliva Test Strips conveniently and immediately validate dietary effectiveness of health claimed functional foods & nutraceuticals



# Improving Consumer compliance and wellness outcomes

Saliva test strips by **MyFitStrip** drives dietary compliance for managing cardio, brain, immune & oral wellness

With **MyFitStrip**, consumers:

- ✓ are engaged & tethered to their nutraceuticals & functional foods
- ✓ have access to instant and actionable feedback to make dietary adjustments, real-time

The changing composition of metabolites in saliva provides clues as to one's health at that moment in time.

Immediate lifestyle adjustments through diet and exercise changes the composition, which, in turn influence both short- and long-term health outcomes.

**The metabolites found in saliva are both 'bio-markers' of one's health and the very mediators that safeguard our wellness.**



# Salivary nitrate is the new prebiotic for oral health...

*Oral Disease* 2013, Hezel & Weitzberg

## Oral Microbiome & Nitric Oxide Homeostasis

High concentration of nitrate & nitrite in normal saliva contributes to local generation of nitrogen oxide with protective anti-microbial activity.

*Nature Scientific Reports* 2020, Rosier et al.

## Nitrate as a prebiotic for the oral microbiome

*Front. Cell. Infect. Microbiol.* 2021, Rosier et al.

## Single dose of nitrate increases against acidification derived from sugar fermented by the oral microbiome

*Nitric Oxide*, 2021, Bahadoran et al

## Inorganic nitrate: A prebiotic for oral microbiota dysbiosis

Increases salivary flow rate and prevents decreased pH by inhibiting acid-producing bacteria.

*Randomized Controlled Trial Free Radic Bio Med* 2018, Vanhatalo et al.

## Nitrate-responsive oral microbiome modulates nitric oxide homeostasis & blood pressure

Shift the growth of nitrate-reducing bacteria associated with local and systemic human health.

Prebiotic nitrate shifts the growth of bacteria associated with the development of cavities (*Streptococcus*, *Veillonella*, and *Orbacterium*), halitosis, and periodontitis to nitrate-reducing bacteria, *Neisseria* and *Rothia*, associated with oral health.

**Prebiotic nitrate decreased the production of lactic acid and increases the pH in the mouth. The increased pH in the mouth limits enamel damage and prevents the development of cavities, the most common infectious disease in the world.**

Dr. Rosier, Oral Microbiome Research Group of the Foundation for the Promotion of Health and Biomedical Research

# ...and saliva nitrate reduces tooth decay & gum inflammation

**A significant reduction in caries and counts of *Streptococcus mutans* and *Lactobacillus* spp. was found in patients with high salivary nitrate.**

*Doel JJ et al. Protective effect of salivary nitrate & microbial reductase against caries. Eur. J. Oral Sci. 112 (2004) 424.*

**Nitrite in the mouth, via the bioconversion from nitrate, inhibits growth, through nitric oxide production, of *S. mutans*, *Lactobacillus* sp., *A. naeslundii*, as well as, periodontal disease pathogens *Fusobacterium* sp., *E. corrodens* and *P. gingivalis*.**

*Mendez LS et al. Antimicrobial effect of acidified nitrite on cariogenic bacteria, Oral Microbiol. Immunol. 14 (1999) 391.*

*Radcliffe CE et al. Effect of nitrite and ascorbic acid on the growth and acid production of *St. mutans*. J. Dent. 31 (2003) 367.*

*Allaker et al. Antimicrobial effect of acidified nitrite on periodontal bacteria. Oral Microbiol. Immunol. 16 (2001) 253–256.*

*Li et al. Salivary nitrate: an ecological factor in reducing oral acidity. Oral Microbiol Immunol. 2007 Feb;22(1):67-71.*

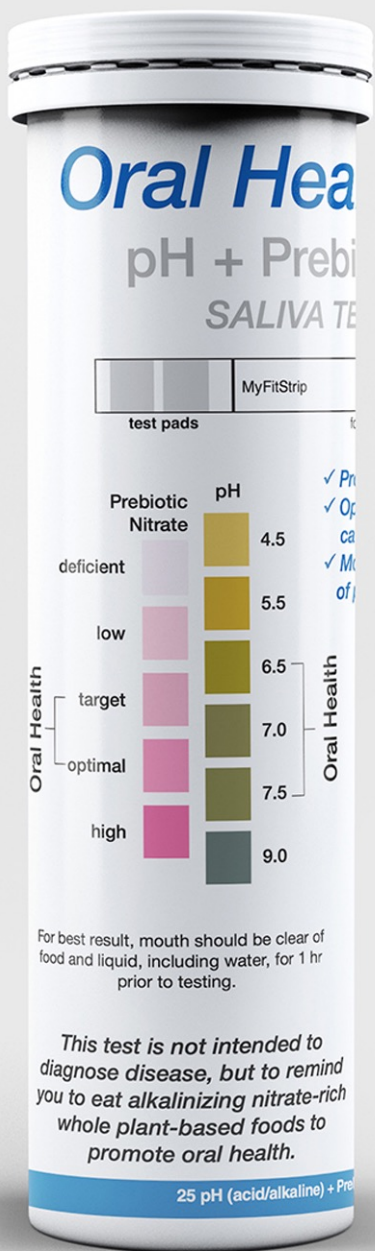
*Radcliffe CE et al. Effects of nitrite and nitrate on the growth and acidogenicity of *S. mutans*. J Dent. (2002) 30:325.*

**Increase in nitrate contributes to the overall protective effect against periodontal-associated pathogens affecting both hard and soft oral tissues.**

*Sanchez GA et al. Total salivary nitrates and nitrites in oral health and periodontal disease. Nitric Oxide. (2014) 30:36:31.*

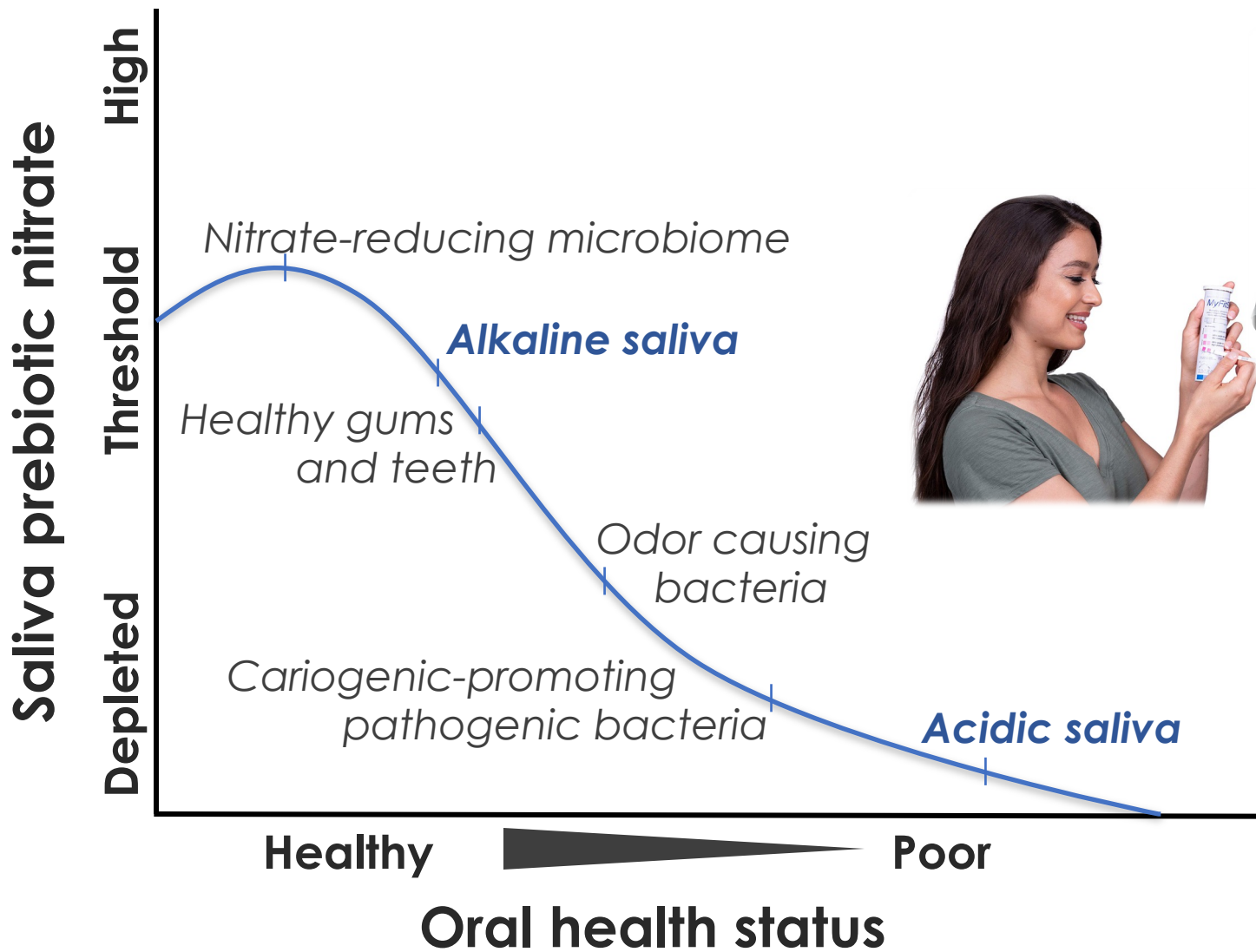
**Sulfate-reducing bacteria, *Desulfovibrio* spp., an agent associated with chronic periodontitis & implicated in bad breath is inhibited by nitrate.**

*Mitsui T et al. Salivary nitrate may have antimicrobial effects on *Desulfovibrio* species. Biosci Biotechnol Biochem. (2013) 77:2489.*



# Monitor your saliva prebiotic nitrate & pH

MyFitStrip's Oral Health pH + Prebiotic Nitrate Test Strips





# Prebiotic nitrate is a natural source for nitric oxide in the mouth

## The Nobel Prize in Physiology or Medicine



Press Release October 12, 1998:

The Nobel Assembly at Karolinska Institutet has today decided to award the Nobel Prize in Physiology or Medicine for 1998 jointly to Robert F. Furchgott, Louis J. Ignarro and Ferid M. "nitric oxide as cardiovascular"

"nitric oxide as cardiovascular"



Reduces oxidation of LDL cholesterol (major component of plaque)

Dilates blood vessels



Reduces platelet stickiness



Nitric Oxide



Reduces release of superoxide radicals

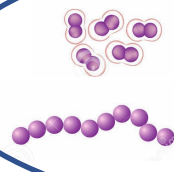
Reduces monocyte stickiness (prevents formation of plaque)


















Reduces multiplication of smooth muscle cells of the artery wall



Antimicrobial effects on fungus, virus, parasites, and bacteria in the oral cavity



# Nitric Oxide in Oral Health

Ideal anti-plaque therapy	Listerine	Chlorhexidine	Nitric Oxide (NO)
Disrupt biofilm structure			
Penetration within biofilm matrix			
No bacterial resistance			
Broad spectrum			
Low cytotoxicity			

# Consumer-driven approach to oral health & wellness



**a personal wellness model to increase compliance in oral health**

*Saliva Prebiotic Nitrate Test Strip by MyFitStrip® provides real-time and actionable feedback to drive dietary compliance and oral selfcare with MyFitStrip® proprietary bioactive chewing gum for oral wellness*



**MyFitStrip**

PREBIOTIC NITRATE  
VITAMIN C  
POLYPHENOL-RICH

Simply Plant Made Formula  
**Nitric Oxide  
Bioactive  
Chewing Gum**

**GUM & DENTAL WELLNESS \*  
BREATH CLEANSING\***

A patent pending formula to promote a healthy oral microbiome, decrease saliva acidity, and support immune function\*

Organic Celery  
Acerola Berry  
Mixed Berries

Bioactive  
Chewing Gum Tablets

**30 pieces**

... can enhance the healthy mouth. A patent-pending of plant-derived prebiotic nitrate, vitamin C, and polyphenol-rich berry extract delivered in a patented chewing gum designed to optimize oral wellness.

... your prebiotic nitrate and pH with **MyFitStrip's Oral Health Saliva Test Strip**. 3 minutes, test again. You will find an increase in salivary prebiotic nitrate and a rise in alkalinity to promote a healthy oral microbiome.

... healthy individuals 18 years & older, chew 1-6 pieces of **Nitric Oxide Bioactive Chewing Gum** spread throughout the day.

... Gum is intended to complement a plant-based dietary lifestyle that is rich in leafy greens and fruits.

... If you are pregnant, breastfeeding, taking any medication or under medical supervision, please contact your doctor or health provider before use. Do not exceed the recommended dosage. Keep out of reach & sight of young children.

... Sorbitol, Maltitol, Xylitol, Isomalt, Mint consisting of Natural & Artificial Flavoring, Vegetarian Magnesium Stearate, Sucralose, Silica.



Supplement Facts		
servings per container: 30		
Serving Size		
		1
<b>Calories</b>		<b>0</b>
Amount Per Serving		%DV
Total Carbohydrates	1mg	0%
Total Sugars	0g	
Includes 0g Added Sugars		0%
<b>Proprietary Prebiotic Blend</b>	177mg	†
Organic Celery Juice Extract, Acerola Berry Juice Extract, Mixed Berry Extract from Black, Currant, Bilberry, Raspberry, Blue Honeysuckle Berry, Blueberry extract (20:1 extract; Polyphenol & Anthocyanin-rich).		
* Percent Daily Values are based on a 2,000-calorie diet. † Daily Value not established.		



Prebiotic nitrate formulas can enhance the healthy microbiome in the mouth. A patent-pending formula consisting of plant-derived prebiotic nitrate, vitamin C, and polyphenol-rich berry extract delivered in a patented chewing gum is designed to optimize oral wellness.

Before chewing, check your prebiotic nitrate and pH with **MyFitStrip's Oral Health Saliva Test Strip**. After chewing for 3 minutes, test again. You will find an increase in salivary prebiotic nitrate and a rise in alkalinity to promote a healthy oral microbiome.

**Recommended use:** For healthy individuals 18 years & older, chew 1-6 pieces of **Nitric Oxide Bioactive Chewing Gum** spread throughout the day.

**Nitric Oxide Chewing Gum** is intended to complement a plant-based dietary lifestyle that is rich in leafy greens and fruits.

As with any dietary supplement, if you are pregnant, breastfeeding, taking any medication or under medical supervision, please contact your doctor or health provider before use. Do not exceed the recommended dosage. Keep out of reach & sight of young children.

**MADE IN THE USA:** Gum base, Sorbitol, Maltitol, Xylitol, Isomalt, Mint consisting of Natural & Artificial Flavoring, Vegetarian Magnesium Stearate, Sucralose, Silica.



Supplement Facts	
servings per container: 30	
Serving Size	
1	
<b>Calories</b>	
<b>0</b>	
Amount Per Serving	
Total Carbohydrates	1mg
Total Sugars	0g
Includes 0g Added Sugars	0%
<b>Proprietary Prebiotic Blend</b>	177mg
Organic Celery Juice Extract, Acerola Berry Juice Extract, Mixed Berry Extract from Black, Currant, Bilberry, Raspberry, Blue Honeysuckle Berry, Blueberry extract (20:1 extract; Polyphenol & Anthocyanin-rich).	
* Percent Daily Values are based on a 2,000-calorie diet. † Daily Value not established.	





Prebiotic nitrate formulas can enhance the healthy microbiome in the mouth. A patent-pending formula consisting of prebiotic nitrate, vitamin C, and zinc citrate delivered in a patented chewing gum is designed to optimize oral wellness.

Before chewing, check your prebiotic nitrate and pH with **MyFitStrip's Oral Health Saliva Test Strip**. After chewing for 3 minutes, test again. You will find an increase in salivary prebiotic nitrate and a rise in alkalinity to promote a healthy oral microbiome.

**Recommended use:** For health individuals 18 years & older, chew 1-2 pieces of **Nitric Oxide Bioactive Chewing Gum** spread throughout the day.

**Nitric Oxide Chewing Gum** is intended to complement a plant-based dietary lifestyle that is rich in leafy greens and fruits.

As with any dietary supplement, if you are pregnant, breastfeeding, taking any medication or under medical supervision, please contact your doctor or health provider before use. Do not exceed the recommended dosage. Keep out of reach & sight of young children.

### Supplement Facts

servings per container  
**Serving Size**

**Calories**

Total Carbohydrate

Total Sugar

Includes

Proprietary

Potassium

Vitamin C

Zinc (Zinc Citrate)

\* Percent Daily Values are based on a diet of other people's secrets.

† Daily Value not established.

\*This statement is not intended to diagnose, treat, cure, or prevent any disease.



Professional Formula

# Nitric Oxide Bioactive Chewing Gum

PREBIOTIC NITRATE  
VITAMIN C  
ZINC CITRATE

**GUM & DENTAL WELLNESS\***  
**BREATH CLEANSING\***

**A patent pending formula to promote a healthy oral microbiome, decrease saliva acidity, and support immune function\***



**8**

Prebiotic Nitrate  
Vitamin C + Zinc  
**Chewing Gum Tablets**



oral wellness  
**MyFitStrip®**



## METHODS & COMPOSITION FOR IMPROVING INTRAORAL AND NASAL CAVITY NITRIC OXIDE

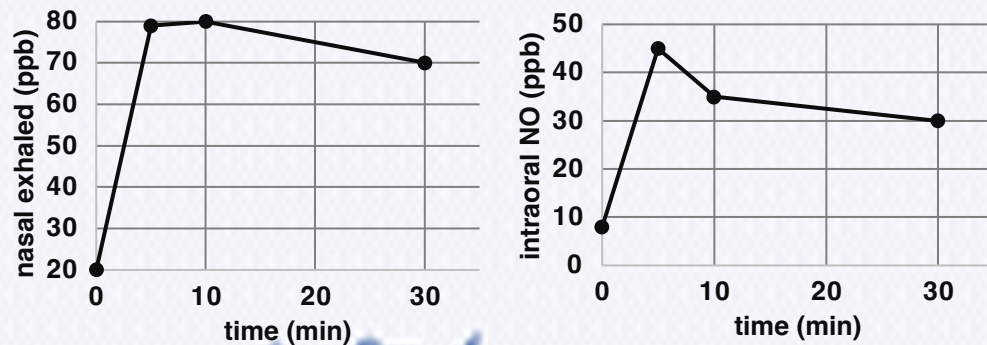
US Provisional Pat App: 63/402,149

The present disclosure relates to improving oral-nasal health by immediately increasing intraoral and nasal cavity nitric oxide with a prebiotic nitrate-formulated chewing gum composition...

... and a method prove to be effective in subjects with salivary pH below 5.5 resulting in salivary pH between 7.2 to 7.8, thereby reduce demineralization of the teeth and oral acidosis and acidogenic bacteria contributing to dental caries and periodontitis.

Aside from an immediate increase in prebiotic nitrate and nitrite, a biomarker for nitric oxide, the unexpected and novel discovery disclosed results from the intermittent chewing of a compression-type chewing gum to increase local antimicrobial nitric oxide gas...

...beneficial for reducing dental caries, periodontitis, and nasopharyngitis as well as reduce transmission of aerosolized infectious...



## Product Development & IP

### METHODS FOR MANUFACTURING MEDICATED CHEWING GUM WITHOUT COOLING

US Pat: 9,744,128

An improved method for manufacture of chewing gums containing active ingredient(s) that preserves the efficacy of the active ingredient(s) by avoiding exposure to high heat and extreme cold during milling that can otherwise degrade the active's efficacy.

### METHODS AND COMPOSITIONS FOR ALLEVIATING RESPIRATORY DYSFUNCTION

US Pat App: 16/936,036

Compositions, methods of manufacturing compositions, methods of protecting against respiratory problems including COVID...

...methods for improving nitric oxide levels in a subject disclosed herein comprise administration of compositions comprising inorganic nitrate...

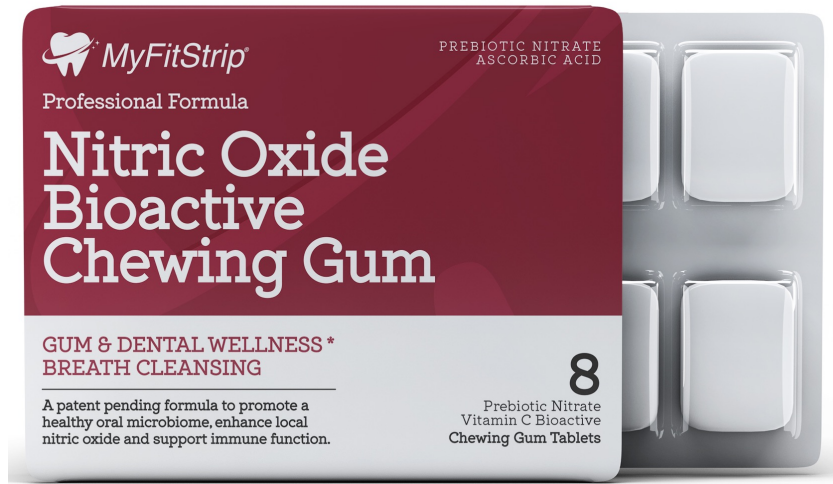
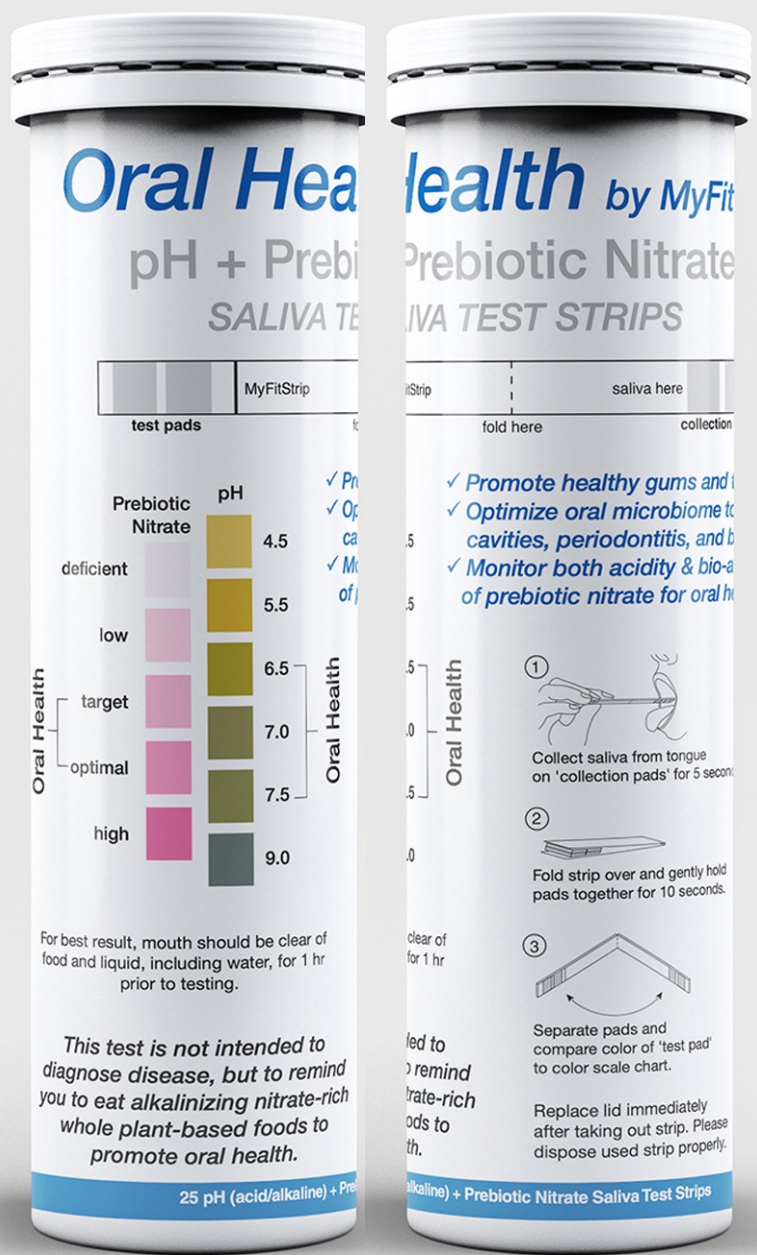
***Increased pH in the mouth with prebiotic nitrate limits enamel damage and prevents the development of cavities, the most common infectious disease in the world.***

oral wellness  
**MyFitStrip®**

# Oral Health & Wellness by MyFitStrip®

## Prebiotic Nitrate + pH Test Strips + MyFitStrip's Nitric Oxide Bioactive Chewing Gum

- ✓ Saliva pH & prebiotic NOx
- ✓ Gum & Dental wellness
- ✓ Breath Cleansing
- ✓ Nitrate-reducing oral microbiome



CHEWING GUM COMPOSITIONS AND METHOD TO IMPROVE INTRAORAL AND NASAL CAVITY NITRIC OXIDE Green; Shawn J. USPTO Patent Pending, 2022

Nitrate prebiotic for the oral microbiome. Rosier et al. 2020. Nature.  
Protective effect of salivary nitrate activity against caries. Doel et al. 2004. European Journal Oral Science.



## Why MyFitStrip ?

We believe wellness is highly personal.

We want to empower each-and-every person to eat smart, live well, and be fit.

We change lifestyles one self-test and one healthy choice at a time.

MyFitStrip is a behavior-driven, clinically supported approach to wellness.

We are committed to shifting society's current practice of managing chronic conditions to preventing.

Our initial focus: to ensure optimal nitric oxide, a natural molecule vital to life, while taming an underappreciated inflammatory trigger, uric acid.

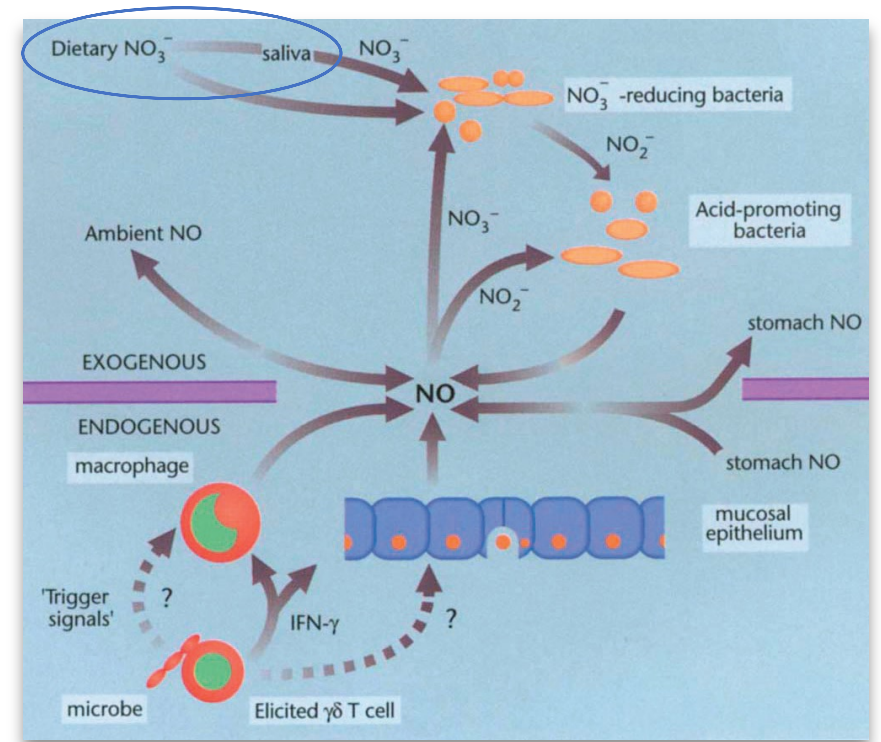
To discuss more,  
feel free to contact:

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530.574.5099  
Rockville, Maryland

- ✓ Initial observations on the regulation of nitric oxide in innate immunity while serving at *Walter Reed Army Institute of Research*.
- ✓ Led development efforts on thalidomide analogs while serving as the Director of Discovery Research & the Thalidomide Program at *EntreMed, Inc.* Today, thalidomide analogs are used in the treatment of myeloma.
- ✓ Created a discovery informatics platform with IBM, John Wiley & Sons, OSU, Bristol Myers Squibb, Fujitsu among others life science players as CEO at *Labbook, Inc.*
- ✓ Founded *Berkeley Test* and invented *Berkeley Life Professional*, a patented nitric oxide dietary supplement.
- ✓ Collaborating with *Calroy Health Science* on the co-development of the next generation nitric oxide nutraceutical to maintain healthy blood pressure & promote endothelial wellness: *Vascanox*, an orally-active, clinically-validated, long-lasting nitric oxide-hydrogen sulfide nutraceutical.
- ✓ Developing a family of saliva self-test strips to monitor 'wellness biomarkers' bundled with natural products, such as *MyFitStrip's Bioactive Nitric Oxide Chewing Gum*, to influence metabolites that safeguard our wellness.

Google Patent, LinkedIn, or Google Scholar: Shawn J Green



Green, Shawn J. Nitric Oxide in mucosal immunity. 1995 *Nature Medicine* 6:515-1517