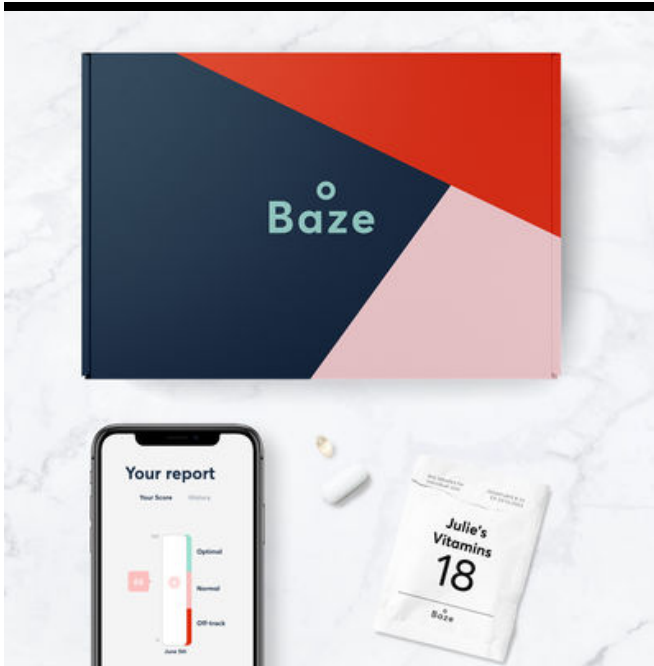


BAZE CREATES VITAMINS BASED ON YOUR BLOOD

By Holly Friend and Livvy Houghton

12 : 10 : 2018 Health : Wellness : Vitamins



Baze, US



Baze, US

San Francisco – The lifestyle brand has launched a customised health experience that aims to combat nutritional deficiencies.

Customers of **Baze's** Starter Kit complete a self-sampling blood test, which is sent for scientific analysis to identify lacking nutrients. Baze then makes the results available on an app and sends customers a four-week supply of vitamins tailored to their individual health profile. The vitamins include benefits such as boosting weak immune systems, increasing energy levels and decreasing stress.

According to Baze, nutritional imbalance is the leading cause of health issues in the US, and although 52% of Americans take daily vitamins, many do not understand the specific dosages their body requires. The Starter Kit offers an easy way for people to understand their deficiencies.

As more consumers begin to **question the efficacy of the supplements they take**, blood analysis is just one way the industry can afford credibility.