

INTRODUCING BITEWATCH: PREVENTIA'S FOOD SCANNER APP

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SAFE is the coordinator of Preventia, an EU4Health-funded project dedicated to preventing non-communicable diseases (NCDs) and promoting health through training, networking, and awareness-raising activities across the EU.

As part of the project, the consortium developed in 2024 an innovative food scanner smartphone application called BiteWatch, in collaboration with Dutch developer Lizard Global. The app is currently in the testing phase.

BiteWatch empowers consumers to make better-informed and more nutritious food choices by scanning food products in supermarkets. After the testing period, the app will be available in English and launched in at least the five partner countries: Belgium, Croatia, Lithuania, Italy, and Greece.

Features of BiteWatch

By scanning product barcodes in supermarkets, Bite Watch provides consumers with essential information:

- **Nutritional content:** Displays the amount of sugar (in teaspoons), salt, and saturated fat, along with consumption cautions ranging from low to high.
- **Processing level:** Evaluates the level of processing based on the NOVA score.
- **Ingredient alerts:** Highlights food additives and indicates if the product is suitable for vegetarian or vegan consumers.

Consumers can tailor their preferences in the app settings from nutritional quality (e.g., avoid products high in fat, sugar, and salt), food processing levels (NOVA score), vegan or vegetarian ingredients, to the environmental impact (Eco-Score).

When scanning products, BiteWatch then provides a matching score out of 100%, indicating how well the product aligns with the consumers' needs and health goals.

You can participate in the testing phase of BiteWatch:

- **iOS Users:** Download the TestFlight app using [this link](#).
- **Android Users:** Join the test build via [Google Play](#).

Any issues found? Take two minutes and please provide us with your [feedback here](#), and help us create an useful tool to adopt healthier nutrition habits!