



What I love about Sifter is personalization. Different women have different needs. Sifter lets them dive deeper into the specifics that support their own special diet.

Anissa Buckley
 Founder, b-untethered

How Shop-by-Diet Technology Supports Digital Health Businesses

b-untethered is a woman-owned and operated digital business. b-untethered offers "food, fitness, and frame of mind" to women during the challenging time of midlife and menopause.

CHALLENGE

Founder Anissa Buckley's vision was inspired by the idea that "midlife shouldn't be a downer." But building a platform to address this, as well as the unique comorbidities of health conditions that become more common as clients get older, presented a huge challenge.

SOLUTION

The answer came from Sifter's software technology and evidence-based product-sorting algorithms. With these tools, b-untethered created a platform for meal planning and nutrition support that includes the ability to shop for foods that fit personalized diet profiles.

Sifter provided b-untethered with a shopping tool that gives its clients a robust product discovery experience without enduring the cost and time of in-house technical expertise. b-untethered and the Sifter nutrition team worked together to design a *Women's Health-Midlife* diet that fuels its business. Since diet is not a one-size-fits-all option, b-untethered clients can create their own personal shopping experience by selecting from multiple diet filters (including *Women's Health-Midlife*), and then scan a product barcode to see if the product matches.

"This is more than making the right food choices, it's about longevity and vitality (in midlife)."

KEY TAKEAWAYS

The partnership between Sifter and b-untethered added value to Anissa's go-to-market strategy and helped realize her vision. Integration with Sifter technology elevated this digital health business to a higher level of care.

- ✓ Sifter technology made it fast and easy for b-untethered to offer a shopping tool matched to nutrition guidelines to get to market quickly
- ✓ Collaboration in designing a special diet to fit b-untethered's mission
- ✓ b-untethered clients are able to create custom diets based on multiple variables using Sifter's 130+ health, allergen, and lifestyle filters and the *Women's Health-Midlife* filter

Bottom Line: What Sifter Can Do for You

- ✓ All functionality integrated into your platform
- ✓ Evidence-based diet filters
- ✓ Data accuracy, integrity and completeness

rule meno™ the b-untethered rule meno app is available in the app store

Contact nutrition@sifter.shop today to discover how Sifter can help drive your success story.