

A man with short, light brown hair and a beard is running on a paved road. He is wearing a light blue Asics tank top, a black watch on his left wrist, and a gold chain bracelet on his right wrist. He has a focused expression and is looking slightly to his left. The background features a steep, rocky hillside covered in dense green trees and foliage. A white dashed line marks the edge of the road. A thin, white, curved line graphic sweeps across the image from the bottom left towards the right.

LOOVA

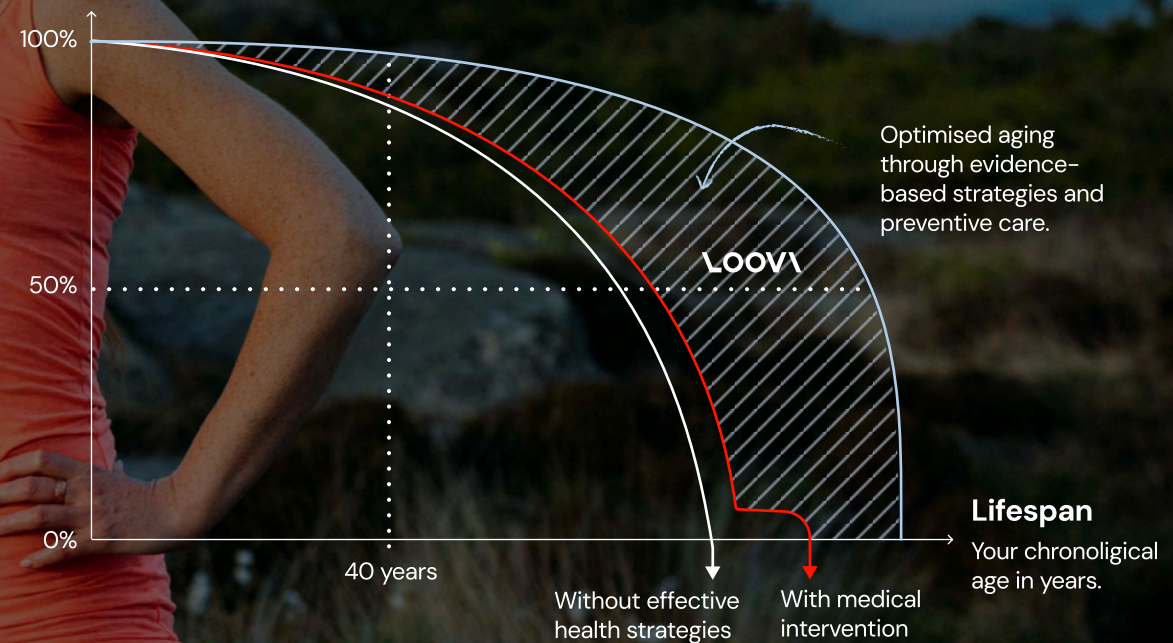
Discover a new approach to gain insights,
tracking and *optimising your health.*

Live better, longer.

With Loovi you'll learn what your body needs to feel and perform at its best. Enjoy more years of being healthy, strong, and active—free to pursue what you love the most without limitations.

Healthspan

Your physical and cognitive abilities directly influence your quality of life.



✓ Blood analysis & tests

✓ Personal medical consultation

✓ Follow-ups and optimisation

What's included in the membership?

The Loovi program is designed for those who prefer creating their own fitness routine, but want ongoing health monitoring and expert guidance from qualified physicians.

60%

of Loovi members report feeling more motivated to improve their health.

- ✓ Blood panel at cost price **2 times/year**
- ✓ **Global lab sourcing:** access clinics no matter where you live
- ✓ Video consultation with doctor **2 times/year.**
- ✓ Physical assessments **6 times/year** (optional). The tests measure VO2 max, strength, and mobility, and are done at home or at the gym.
- ✓ Health coach video consultation **6 times/year.**
- ✓ **Longevity dashboard:** Real-time overview of your blood analysis, fitness and lifestyle biomarkers, providing instant insight into your current health status and trajectory.
- ✓ **Core health plan:** Continuously updated diet, fitness, supplement and lifestyle recommendations based on your latest blood analysis and test results.

A team committed to your unique needs and health data

Not your average health service. With Loovi, you have access to a dedicated team of specialists who help you understand, track, and optimise your health.

Through regular testing and follow-ups, you and your Loovi team can adjust your health plan at any time, whether your needs or goals change.

"Without Loovi, I wouldn't have the same insight into my blood tests, and I'm not sure how I'd find the right balance between lab results, diet, and exercise."

Woman, 38 y/o

Physio-
therapist

Personal
Trainer

Doctor

Nutritionist

Blood analysis

The blood test covers key health categories, including organ function, complete blood count, and inflammation markers. Monitor vital biomarkers to prevent health issues: from blood lipids and blood sugar to vitamin levels and hormone status.

DNA-analysis for deeper insights

Understand your genetic predispositions to prevent health issues or optimise results at a detailed level. The DNA analysis is included in the Performance program and can easily be incorporated into other programs upon request.

Liver Health



Kidney Health



Heart Health



Blood Count



Prostate



Inflammation



Vitamins & Minerals



Metabolic Health



Testosterone



DNA



77%

of Loovi members improved their blood lipids after following Loovi's personalised action plan for less than 6 months.

How does the test work?

01. We help you book an appointment at one of Loovi's partner clinics
02. You take a regular blood test
03. Once the analysis is complete, you'll have a digital consultation with your Physician, who will help you interpret the results and answer any questions you might have

Aerobic Capacity / VO2max

VO2max measures your body's maximal ability to absorb oxygen during intense exercise. A high VO2max is linked to:

- ✓ Reduced risk of cardiovascular disease and overall mortality
- ✓ Improved physical performance and long-term health

+22%

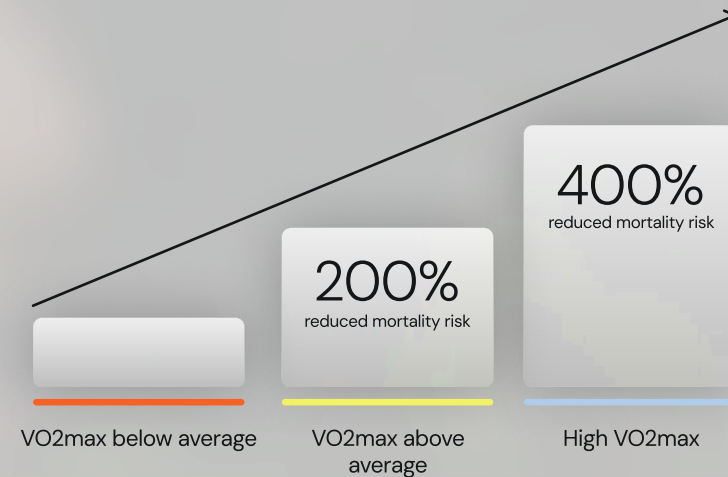
Average VO2max increase after following Loovi's personalised health plan for less than four months.

How does Loovi test VO2max?

Our convenient VO2max test can be completed by you, using Loovi's platform.

01. Follow the step-by-step instructions.
02. Enter your results in the platform.
03. Loovi analyzes your data and delivers a personal report.

Reduced all-cause mortality risk tied to VO2max



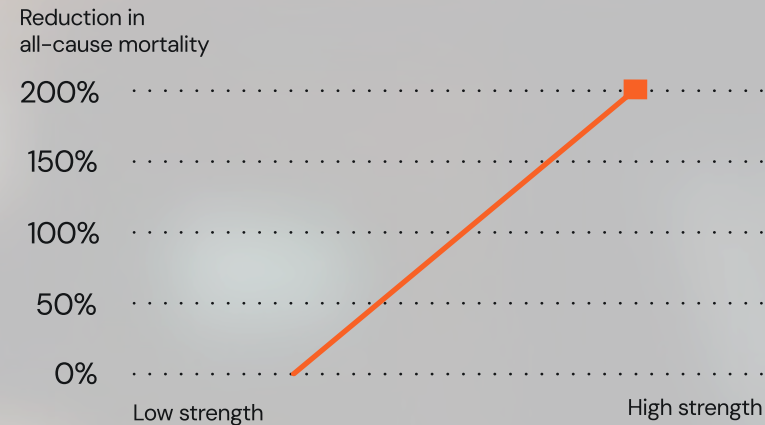
Read about: [How VO2max is connected to a reduction in all-cause mortality risk](#)

Strength

High muscle mass is linked to physical performance and improved metabolic health. Higher levels of muscle mass are also associated with:

- ✓ Reduced risk of chronic diseases such as heart disease, type 2 diabetes, and obesity
- ✓ Decreased risk of injury and falls
- ✓ Better quality of life and enhanced daily functionality

Association between strength and reduced all-cause mortality risk



Read about: [How strength is connected to a reduction in all-cause mortality risk](#)

+28%

Average increase in muscle strength after following Loovi's personalized health plan for less than four months.

How does Loovi test strength?

An easy and effective strength test is available through Loovi's platform.

01. Follow the step-by-step instructions.
02. Enter your results in the platform.
03. Loovi analyzes your data and delivers a personal report.

Mobility

How you move today will shape your mobility tomorrow. Good flexibility in your joints reduces injury risk, improves posture and balance, and can even help lower stress, anxiety, and depression.

✓ Improved posture and balance

✓ Reduced risk of muscle and ligament injuries

✓ Increased functional capacity in every day life

How does Loovi test mobility?

A simple and effective test you can do on your own is available via Loovi's platform.

01. Follow the step-by-step instructions.
02. Enter your results in the platform.
03. Loovi analyzes your data and delivers a personal report.



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