

## BLOEI FACT SHEET

# Pregnancy nutrition, made clearer and kinder.



Bloei turns pregnancy nutrition guidance into personal goals you can track, so you know what to focus on without having to think about it. Small meal-idea nudges help close open goals, while the country-aware food check answers, "Can I eat this?"

## At a glance

**PRODUCT****Bloei****PLATFORM****iPhone and iPad****LAUNCHED****July 2026****DEVELOPER****Saku Studio****PRICE****Free + optional Premium****CREATED BY****Michelle and Joost**

## The story

Michelle and Joost are partners, parents and independent app developers in the Netherlands. Michelle creates her own apps through Saku Studio, while Joost does the same through RocketScience IT. When they were expecting their daughter, they focused on the healthy things that were good to eat and wished for a simple way to keep track.

That idea became Bloei: a personal plan of aims, limits and things to avoid, adapted to pregnancy stage, diet, restrictions, number of babies and advice region. A separate food check provides a quick safety answer. Bloei is designed to feel encouraging, not judgmental, and easy to act on.

**AVAILABILITY**

App Store in six advice regions: NL, BE, DE, FR, CH and US

**LANGUAGES**

Dutch, English, German and French

**RECOGNITION**

iCulture App van de Maand, July 2026

# What Bloei does

A daily habit and a fast answer, designed as one coherent experience.

## ● Personal daily plan

Track food groups, supplements and useful limits with clear progress for today and the week.

## ● Country-aware food check

Search foods and brands for a safe, caution or avoid answer, with a plain-language explanation.

## ● Meaningful personalization

Plans adapt to pregnancy week, phase, diet, restrictions, multiples and advice region.

## ● Meal ideas

Simple meals and snacks help close goals that are still open.

## ● Weekly context

A short story explains what is happening during the current week of pregnancy.

## ● Gentle reminders

Optional per-goal notifications can be scheduled around the user's day.

### WHAT MAKES BLOEI DIFFERENT

Most pregnancy food tools concentrate on what someone cannot eat. Bloei pairs that high-intent safety check with a daily habit: a friendly plan of what to add, what to limit and what to avoid. Advice region and app language are separate choices, because nutrition and food-safety recommendations do not transfer perfectly between countries.

## Boilerplate

Created by independent app developers and parents Michelle and Joost in the Netherlands, Bloei was inspired by their wish to track the healthy things worth eating while they were expecting their daughter. The app turns broad nutrition guidance into a personal daily plan and combines it with a fast, country-aware food safety check.

### PRESS CONTACT

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