



Reimagining Women's Preventive Health

Not through more appointments.

Not through more tests.

Through understanding the body before disease develops.

RESEARCH PHASE 2026 • PERTH, AUSTRALIA



THE GAP

Women are changing. The system isn't keeping up.

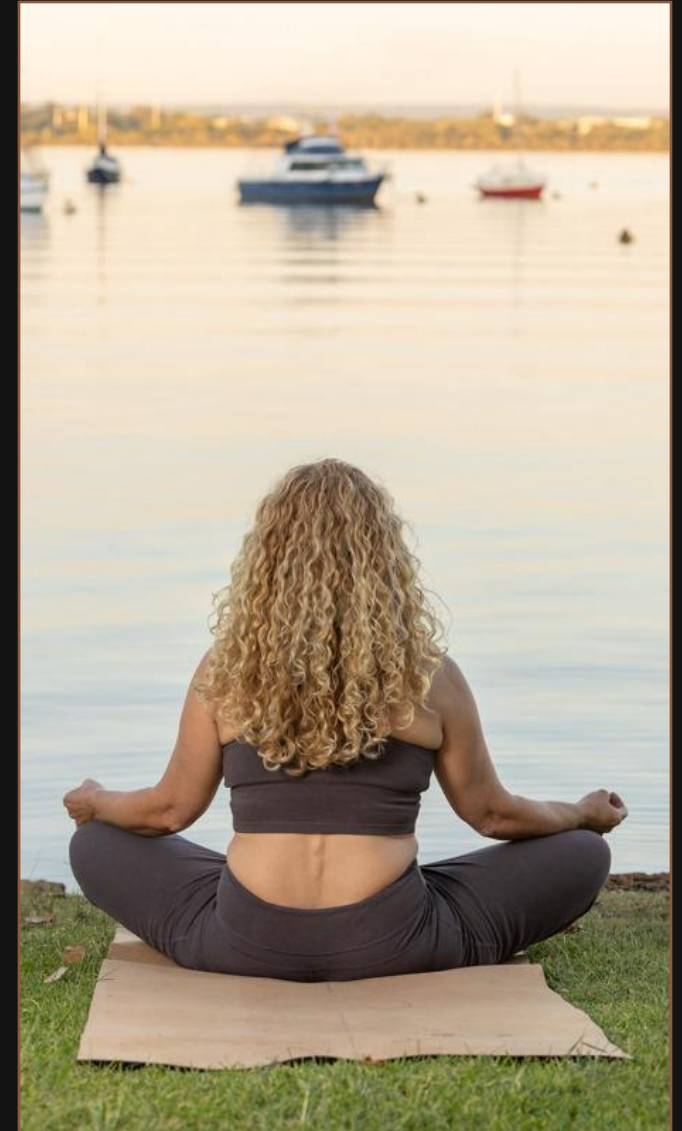
FOR DECADES WOMEN ARE TOLD:

- Lose weight.
- Exercise more.
- It's just hormones.
- Your blood tests look fine.
- You're too young for that test.
- It's just part of getting older.
- Come back if it gets worse.

YET QUIETLY...

- Muscle declines
- Fat redistributes
- Bone density falls
- Posture changes
- Menopause reshapes the body
- Lipoedema remains undiagnosed

*We wait until disease appears.
Instead of understanding the body while it's changing.*



WHY HERAVITA EXISTS

Women's bodies don't suddenly become unhealthy.

They change often for years before disease is diagnosed.

HeraVita helps women understand those changes earlier.

So she can make informed decisions, seek the right support sooner, and understand what's actually happening in her own body.

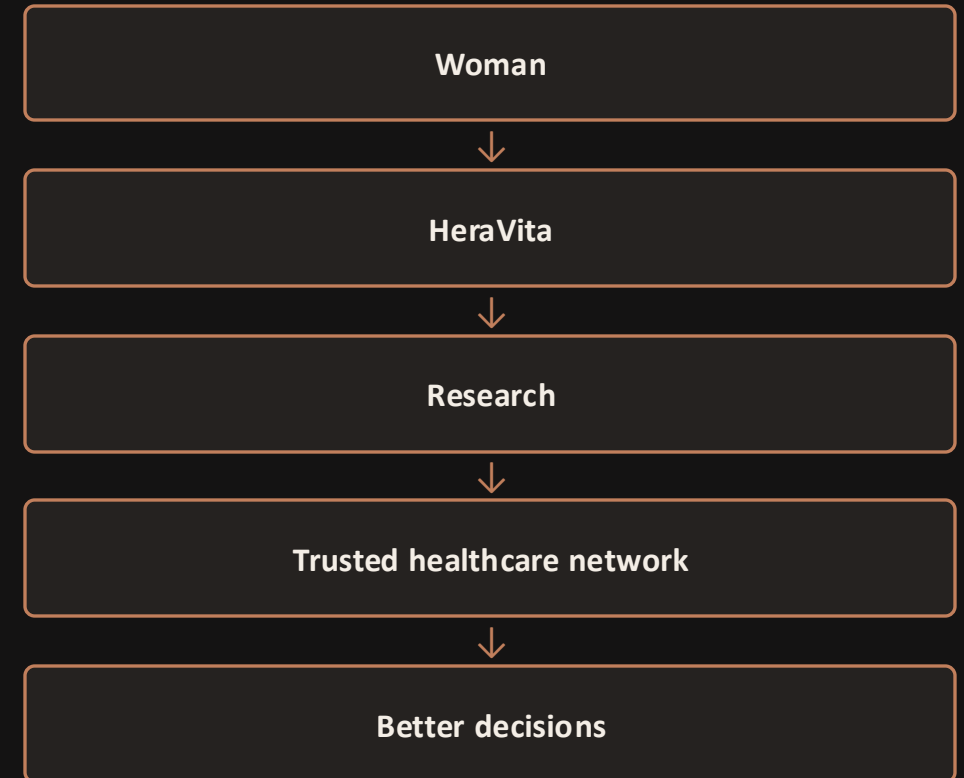
WHY HEALTHCARE STRUGGLES

A different path forward

THE CURRENT DEFAULT PATH



THE HERAVITA PATH



HeraVita doesn't replace your GP or trusted healthcare practitioner — it gets women to the right care, earlier and better-informed.

THE RESEARCH

Research that benefits every woman

TARGETING

500+

*women — growing to
thousands over time*

Anonymous

Longitudinal

Every body change captured

This becomes Australia's dataset.

THE TECHNOLOGY

The tool behind the research.

A 3D scan built to capture what changes — and feed it back into the research.



250+
Measurements



Ongoing
Research



Longitudinal
Tracking

WHAT MAKES IT DIFFERENT

Different from DEXA, SOZO or other impedance body scan: HeraVita captures external body shape, circumference, posture and symmetry, then uses transparent published formulas to support trend tracking. Unlike DEXA, HeraVita's infrared scanner uses no ionising radiation and captures no identifying images — private and repeatable by design.



Infrared 3D surface scanner

THE PLATFORM

Grounded in published research. Built in-house.

BMI was designed in the 1830s for population statistics — not to diagnose one woman's body. HeraVita replaces it with 250+ raw measurements, turned into insight through formulas we've built and validated — not black-box guesswork.



Body Composition

Boer (1984) & US Navy formulas



Total Body Water

Watson (1980)



Sarcopenia Screening

EWGSOP2 (2019) thresholds



Cardiometabolic Risk

WHO & AHA reference ranges



Lipoedema-Aware Metabolics

Cunningham (1991) BMR

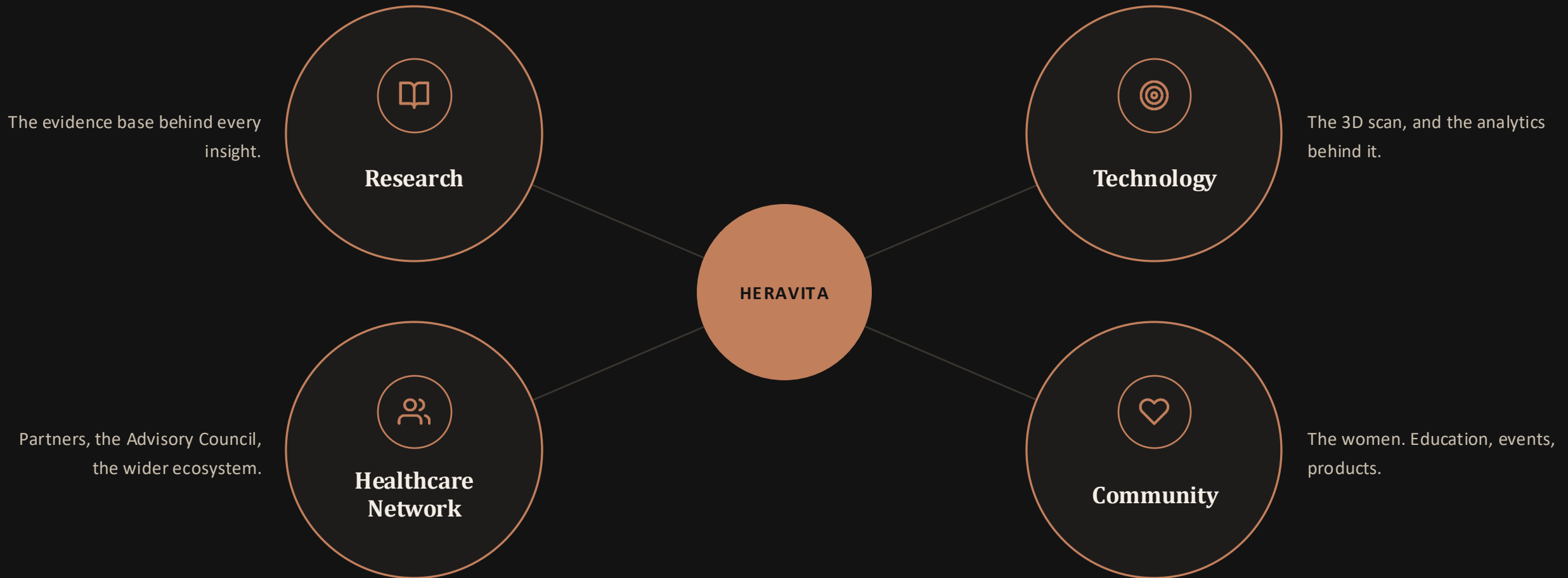


Age-Adjusted Baselines

4 life-stage reference groups

THE HERAVITA MODEL

Four pillars. One ecosystem.



WHY IT MATTERS

More than measurements

The scan becomes meaningful because it translates measurements into understandable health insights.



Cardiometabolic Risk



Sarcopenia Screening



Body Symmetry



Bone Health Prompts



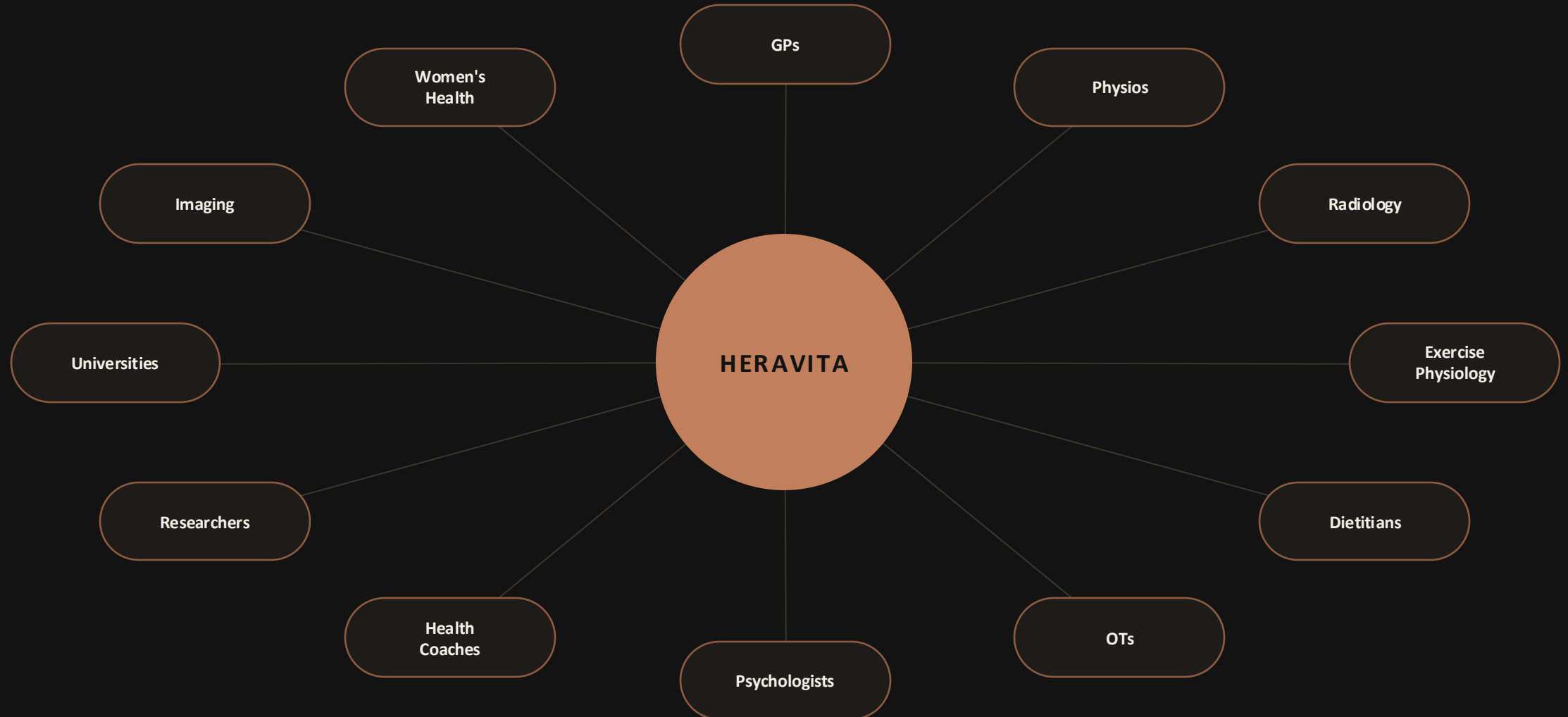
Body Composition



Trend Monitoring

Enabling women to make informed choices, access the right support earlier, and feel confident advocating for their health.

A connected women's wellness ecosystem



LET'S BE CLEAR

HeraVita isn't replacing healthcare.

It's connecting it.

Not a substitute for her GP. Not another appointment.

Just a woman arriving at her next conversation with her GP, her physio, her specialist already better informed about her own body.

FOR REFERRING PRACTITIONERS

What this means for you and your patients.



FOR YOUR PATIENTS

They arrive better informed.

Longitudinal body data, tracked over time —
not a one-off snapshot you're seeing cold.



FOR THE REFERRAL

A resource you can't replicate.

Research-grade, radiation-free body
composition insight — private, repeatable,
and safe to recommend.



FOR YOUR PRACTICE

Visibility and shared insight.

Access to anonymised, aggregated research
relevant to your specialty, plus the HeraVita
Approved endorsement.

FOR OUR PARTNERS

Partners become part of something larger.



Research



Education



Community



Visibility



Events



Collaboration

THE ADVISORY COUNCIL

Independent guidance. Real influence.

A small group of clinicians and researchers shaping HeraVita's research direction and scientific integrity from the inside.

WHAT THE COUNCIL DOES



Provides independent strategic clinical guidance



Reviews research direction



Reviews participant communications



Strengthens scientific credibility

WHO WE'RE LOOKING FOR

General Practice

Preventive Imaging & Radiology

Cardiovascular Research

Women's Health Physiotherapy

Lipoedema & Lymphoedema

Nursing & Patient Care

Meets 2–3 times per year

THE VISION

Where we're going



NICOLE CASSEY • FOUNDER

This happened to Nicole, too.

Last year, an impedance scan at her gym placed Nicole in the 'obese' category based on BMI and body fat percentage.

She cried.

She was exercising regularly, eating well, doing everything she believed she was supposed to yet she was handed a number, with no context. A lovely young trainer shared what had worked for her. Nicole realised she had once been that young woman too.

But her body had changed - her hormones, muscle, bone health, fat distribution. The advice hadn't.

She wasn't just searching for better answers for herself. She was living the same gap millions of women face. That gap is one of the reasons HeraVita exists today.

It isn't her first time turning personal experience into purposeful innovation. In 2005 she founded Bubbaroo, Australia's first baby swaddle — combining lived experience, research and the guidance of health professionals. HeraVita follows the same blueprint. This time, for women.



JOIN US

Help us change the conversation around women's health.

*We're looking for values-aligned partners, advisors and researchers who want to help shape the community
from the ground up.*

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