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What Is Yuka?
Yuka is a mobile application that allows you to scan the barcode of food and cosmetic products in order to know their impact on health and the environment.

In one scan, Yuka provides a quick and easy evaluation via a color code ranging from green to red. A detailed information sheet also allows you to understand the product rating and the criteria taken into account for it.

When the product is poorly rated, Yuka independently recommends similar products that are better for your health.

The recommendation algorithm takes into account the product’s category (so as to recommend a product that closely matches the initial product), its availability (so as to recommend products that can be easily found), and its rating.
In 2015, Benoit, one of Yuka’s three co-founders, started taking an interest in more closely reading and understanding the labels of products he purchased for his kids.

He felt completely lost in the middle of the food product jungle and the large (and often complex) amount of information displayed on their packaging. As he began to analyze these details, he realized the marketing behind them is often deceiving.

It is at this time that Benoit decided that a tool to help decipher different products’ composition quickly and easily would be very helpful!

He shared his idea with his brother François and their friend, Julie, who were both immediately sold on the concept. In February 2016, the three of them decided to participate in the Food Hackathon, a Paris-based start-up contest. They spent an entire weekend developing the concept and won first place. Convinced that their idea fulfilled a real need, they decided to launch the project together.
Help consumers make better choices by providing transparent information regarding the products they purchase and consume daily.

Embolden consumers with their buying power to act as catalysts for change so manufacturers improve what’s in their products.
Yuka in a Few Key Figures

45 Million users

12 Countries where Yuka is available

4 Million products in the database

45 Products scanned every second
The Major Milestones of our Adventure

- **JANUARY 2017**
  - Launch of the Yuka app in France

- **JUNE 2018**
  - Cosmetics and personal hygiene products are added to the app

- **JANUARY 2018**
  - We hit 1 million users

- **MARCH 2019**
  - Beginning of the app’s internationalization

- **MAY 2019**
  - 10 million users

- **OCTOBER 2020**
  - Yuka’s *Guide to Healthy Eating* is published

- **MAY 2023**
  - 40 million users!

- **FEBRUARY 2021**
  - Launch of the Eco-score in France
An International Presence

The Yuka app is currently available in

**12 COUNTRIES**

and

**5 LANGUAGES**
Scoring Method
Food Product Analysis

The nutritional quality

Our method is based on the nutritional rating system Nutri-Score. It takes the following elements into account: calories, sugar, salt, saturated fats, protein, fiber, fruits, and vegetables.

The presence of additives

Our analysis is based on the latest scientific research, taking into account collective expertise reports as well as numerous independent studies.

The organic component

This grants bonus points to products that are certified organic, which means only products that have an official seal from a national or international organization.

The score is attributed in a completely neutral and independent manner. No brand or manufacturer can pay Yuka to manipulate their score.
Cosmetic Products Analysis

The application allows users to scan cosmetic and personal hygiene products, such as shower gels, shampoos, toothpaste, moisturizers, etc.

The product’s score takes the full ingredient list into account. Based on the latest scientific research, each ingredient has a risk level attributed to it depending on its possible side effects on one’s health and/or the environment.

A detailed text of possible risks, along with its scientific sources, are available for each ingredient on the application.
Our toxicology expert

Zoé is a toxicologist trained to evaluate the toxicity of molecules on the health of humans and ecosystems.

She holds a French Specialized Master’s degree in Health, Food, and Environmental Risk Management and a Master’s degree in Sustainable Development Law.

Her role is to identify health and environmental risks in food additives and cosmetic ingredients.

She also actively researches new publications in order to update the scientific content available in the app.
An Independent Project
The Pillars of Our Independence

Yuka is a 100% independent project with one main purpose: to advise consumers and allow them to make more informed decisions. Our independence is based on three principles:

**No external influence**
Yuka receives absolutely no financing from any brand or manufacturer: no one can influence our analyses or recommendations.

**Ad-free**
Yuka does not display any ads: no brand, manufacturer, or celebrity can promote their products on the application.

**Protected data**
Yuka does not sell or exploit user data: personal data remains strictly confidential at all times.
The Premium version of the app is our main source of revenue, which allows the project to break even financially. This version is available starting at $10/year and offers the following additional features:

**Search**
Search for any product without having to scan it.

**Food preferences**
Set up alerts according to your preferences: palm oil, lactose, gluten, vegetarian diet, etc.

**Offline mode**
Scan your items even when your phone has no signal.

To take it a step further, we have made our balance sheet public. 

[Click here to download the full spreadsheet](#)
The Founding Team
The Three Co-founders

Julie CHAPON
Julie is in charge of communication, content creation, and customer service. She co-wrote the Yuka book, Le guide de l’alimentation saine (Guide to Healthy Eating), which is a bestseller with over 150,000 copies sold.

François MARTIN
François manages Yuka’s technical issues and ensures that the infrastructure can handle a heavy load. He is also a design enthusiast who has been involved in the design of the application’s interface.

Benoit MARTIN
Benoit, François’ older brother, is in charge of all the administrative and financial aspects of the company. He handles legal issues with our lawyers regarding governmental requirements and cases with certain brands.
Julie Chapon

Julie is in charge of communications and content creation. She is also at the head of our customer service team and the operational aspects of the company.

After graduating from EDHEC Business School, she worked at a consulting firm where she assisted large companies in their digital transformation. In search of more meaning in her work, she embarked on the entrepreneurial adventure with Yuka in 2016.

Most notably, she managed to get 40 million people to download the app without spending a dime on advertising.

Passionate about nutrition, she co-authored the book Le guide de l'alimentation saine (Guide to Healthy Eating), a bestseller with over 150,000 copies sold and translated into 3 languages.
François is in charge of the technical issues. He mainly oversees the development of the application and the backend. He is also responsible for the design and maintenance of the infrastructure, which must be able to support high application usage.

He has always been an entrepreneur at heart: when he graduated from engineering school, he created a web agency with two friends. He spent 6 years developing websites and mobile applications for associations and entrepreneurs. Later on, he decided to make use of these skills for his own project and helped launch Yuka.

He is also passionate about design and wants to offer an aesthetic and easy-to-use application. Not only is he in charge of the application’s design but also of the official website.
Benoit Martin

Benoit manages all legal and financial matters. Alongside our lawyers, he handled the three legal proceedings against the industrial charcuterie lobby in France.

Before Yuka, Benoit worked for 10 years in banking and insurance purchasing. Then he decided to completely change his career path and devote himself to a passion he had never been able to explore: coding. He signed up for an online program and learned how to code to develop the application on Android.

Presently, he doesn’t have much time to devote to coding, even if he continues to manage the Android development.

Besides legal matters, he manages all financial and administrative matters and makes sure that the company breaks even.
A Comprehensive Database
A Database with 4 Million Products

Yuka has built its own database. It contains over 4 million referenced products to date.

- 2.5 million food references
- 1.5 million cosmetic products

This database allows us to recognize over 90% of the products scanned on the application.
A Collaborative Operation

Every day, about 1,200 new products are added to the database. This information can come from 2 sources:

1. **App Users**
   Users can upload information for unrecognized products into the application via a process that allows us to add the missing data.

2. **Brands**
   Yuka works with several manufacturers on product data transmission. Brands can e-mail us to receive instructions on how to share their product data with us.
A Complete Control System

In order to secure the information displayed in the application, Yuka has implemented several verification stages.

- When adding products, automatic verifications are performed using machine learning to prevent the addition of information deemed unreliable.
- Five people work daily on the reliability of the product database in order to check the quality of the data and monitor user contributions.
- When a user enters incorrect data, he or she is immediately banned and can no longer use the application on his or her phone.
They’re Talking About Yuka
**Love from Our Users**

This app is the absolute best app I have ever run across. Fast forward a year and so much has changed. I am feeling great, lost 45 pounds and feel confident about what I am purchasing at the market.” - Ralph

“This app is literally a life saver … and I’m saying this as a nutritionist. This app helps protect your health by giving you the information about the effect ingredients might have.” - Eric

“Yuka is a life changing App! It has become extremely easy to make healthier choices in our household. I love the alternative recommendations!” - Ebony

“I don’t know how I ever shopped without Yuka. I recently lost 50 lbs, and I attribute a lot of my success to Yuka helping me make better choices in what I eat!” - Robin

4.7/5

370,000 reviews

Appstore & Playstore
Press Contact

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