



Yuka

Press Kit

2025

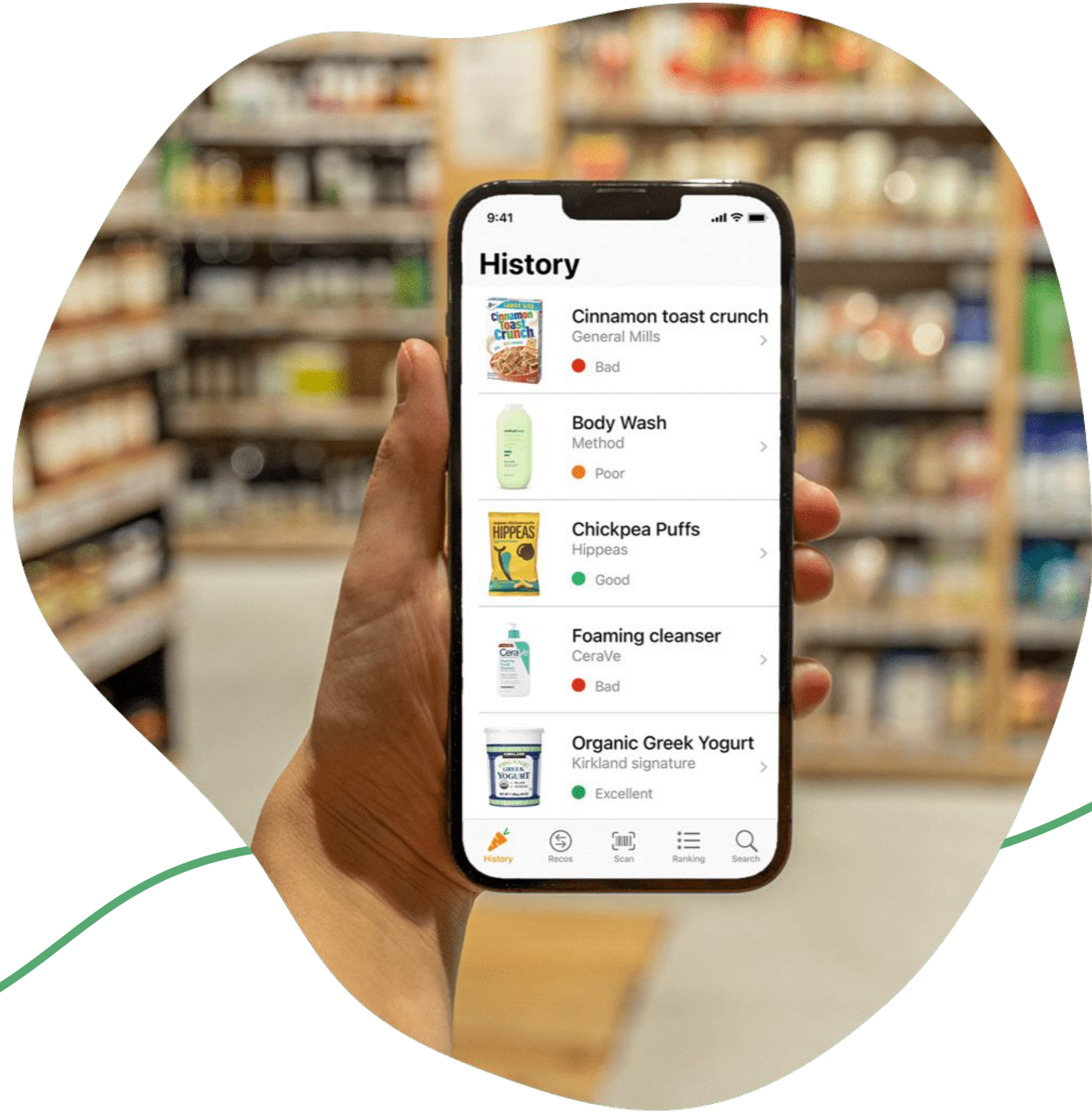
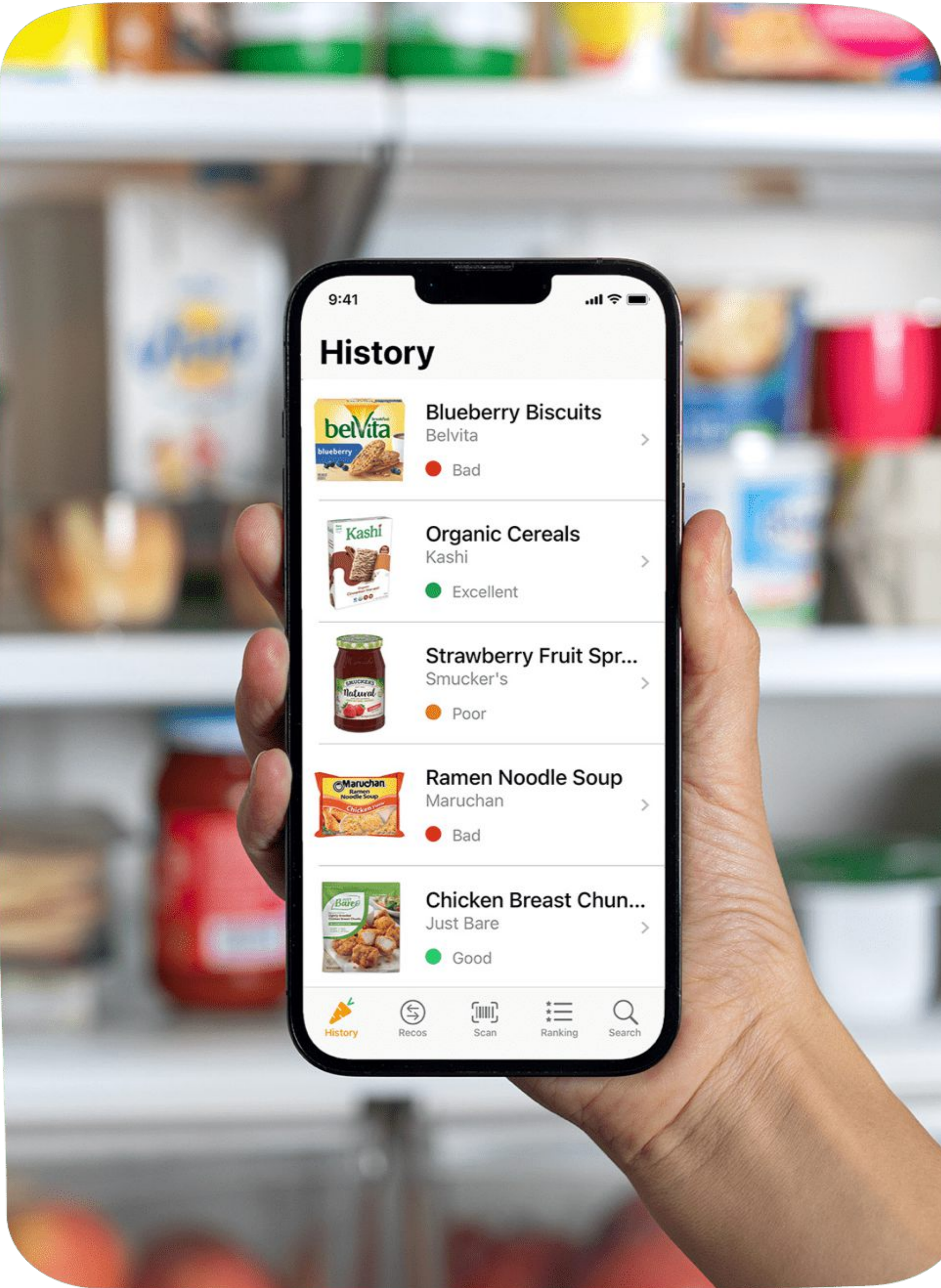


Table of Contents

What Is Yuka?	3	The Founding Team	17
How the Application Works	4	The Database	22
Where Did the Idea Come From? ...	5	5 Million Products	23
A Twofold Mission	6	A Collaborative Database	24
Yuka in Figures	7	A Comprehensive Control System ...	25
Our Story	8	The Impact of Yuka	26
An International Presence	9	Impact on users	27
Scoring Method	10	Impact on brands	28
Food Product Analysis	11	They're Talking About Yuka	32
Cosmetic Product Analysis	12	Our Users	33
Our toxicology expert	13	The Media	34
A 100% Independent Project	14	Contact	35
The Pillars of our Independence	15		
Transparent Financing	16		



What Is *Yuka*?



How the Application Works

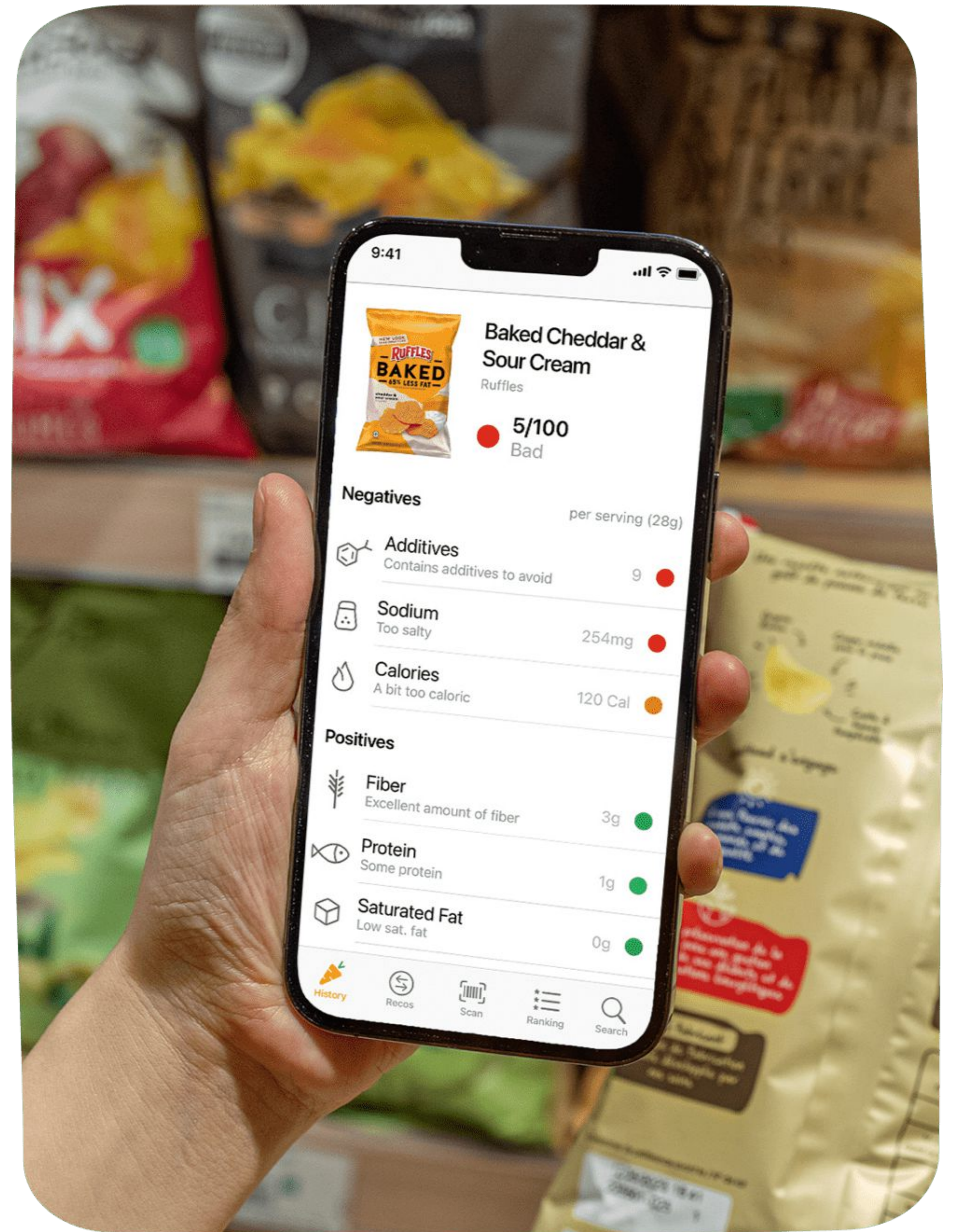
Yuka is a mobile application that allows you to scan the barcode of food and cosmetic products in order to **know their impact on health** and the environment.

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.





Where Did the Idea *Come From?*

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.



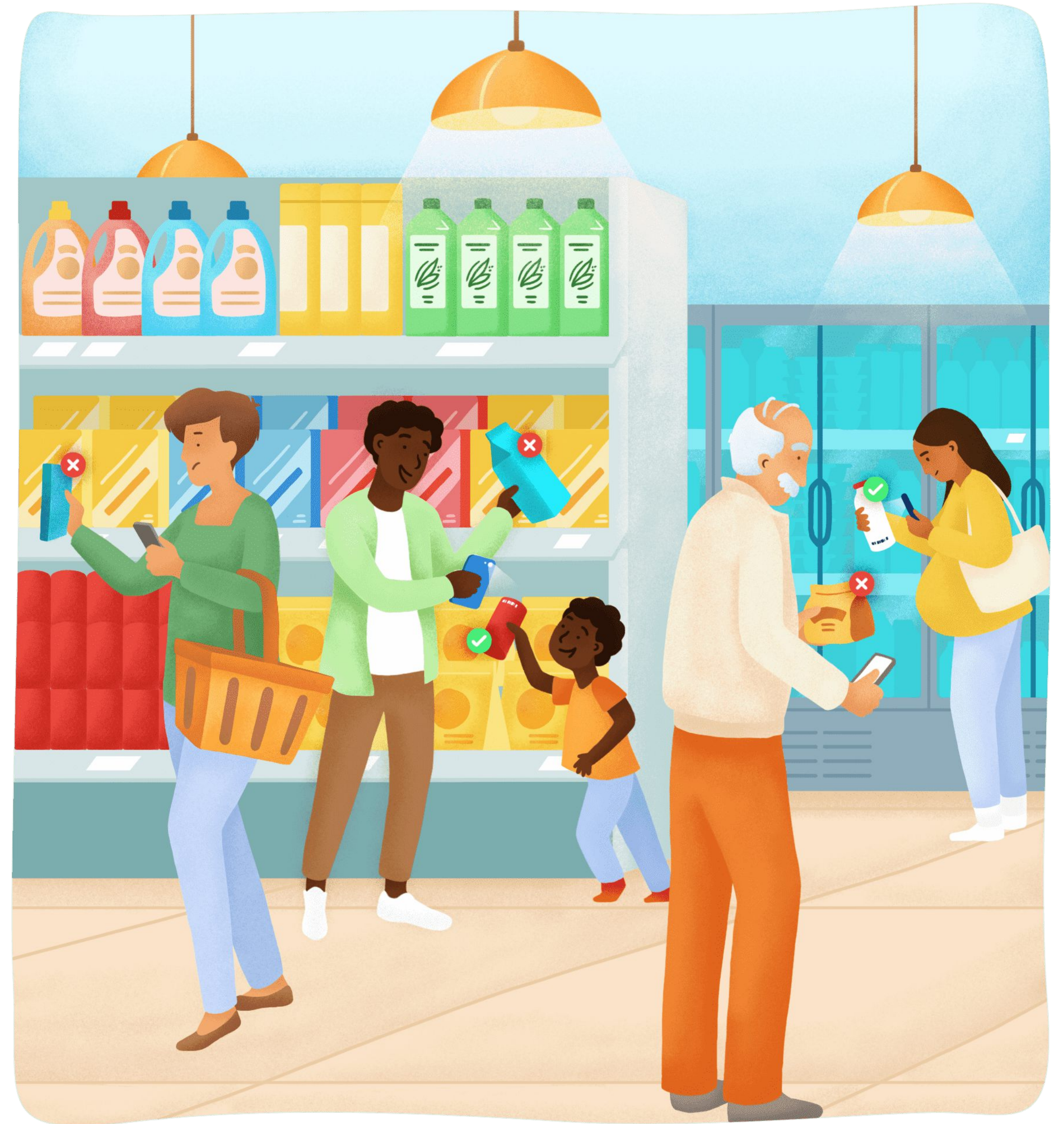
A Twofold Mission

1

Help consumers make better choices by providing transparent information regarding the products they purchase and consume daily.

2

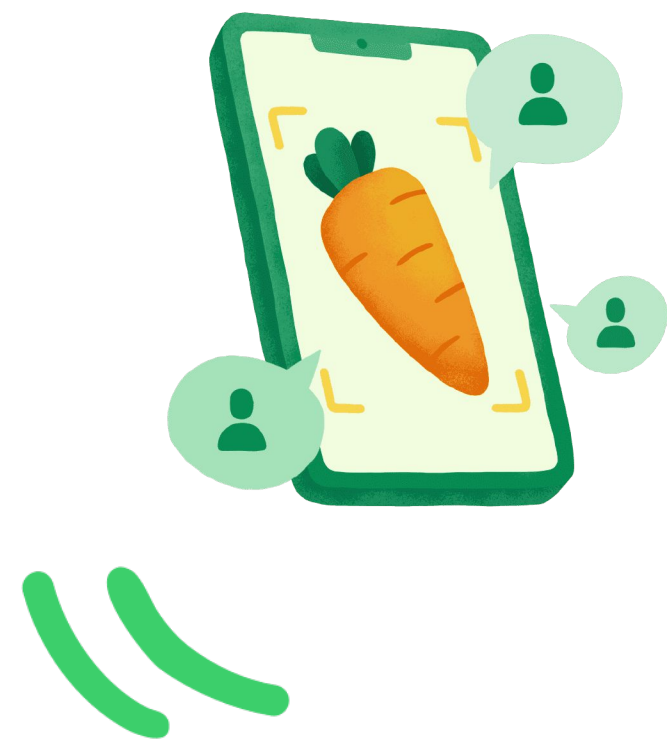
Embolden consumers with their buying power to act as catalysts for change **so manufacturers improve what's in their products.**



Yuka in a Few Key *Figures*

70

Million
users



12

Countries where
Yuka is available



5

Million products in
the database

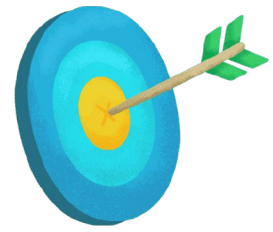


85'

Products scanned
every second



The Major Milestones of *our Adventure*



JANUARY 2018

We hit 1 million
users



MARCH 2019

Beginning of the app's
internationalization



OCTOBER 2020

Yuka's Guide to Healthy Eating
is published



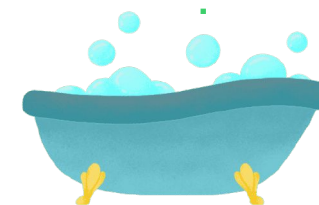
MARCH 2024

50 million
users!



JANUARY 2017

Launch of the Yuka
app in France



JUNE 2018

Cosmetics and personal
hygiene products are
added to the app



MAY 2019

10 million
users



FEBRUARY 2021

Launch of the Eco-score
in France

An International *Presence*

The Yuka app is
currently
available in

12
COUNTRIES

and

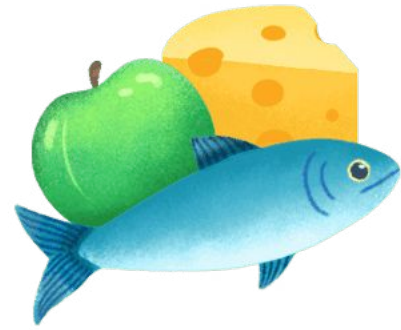
5
LANGUAGES



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.

60%
of the score



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.

30%
of the score

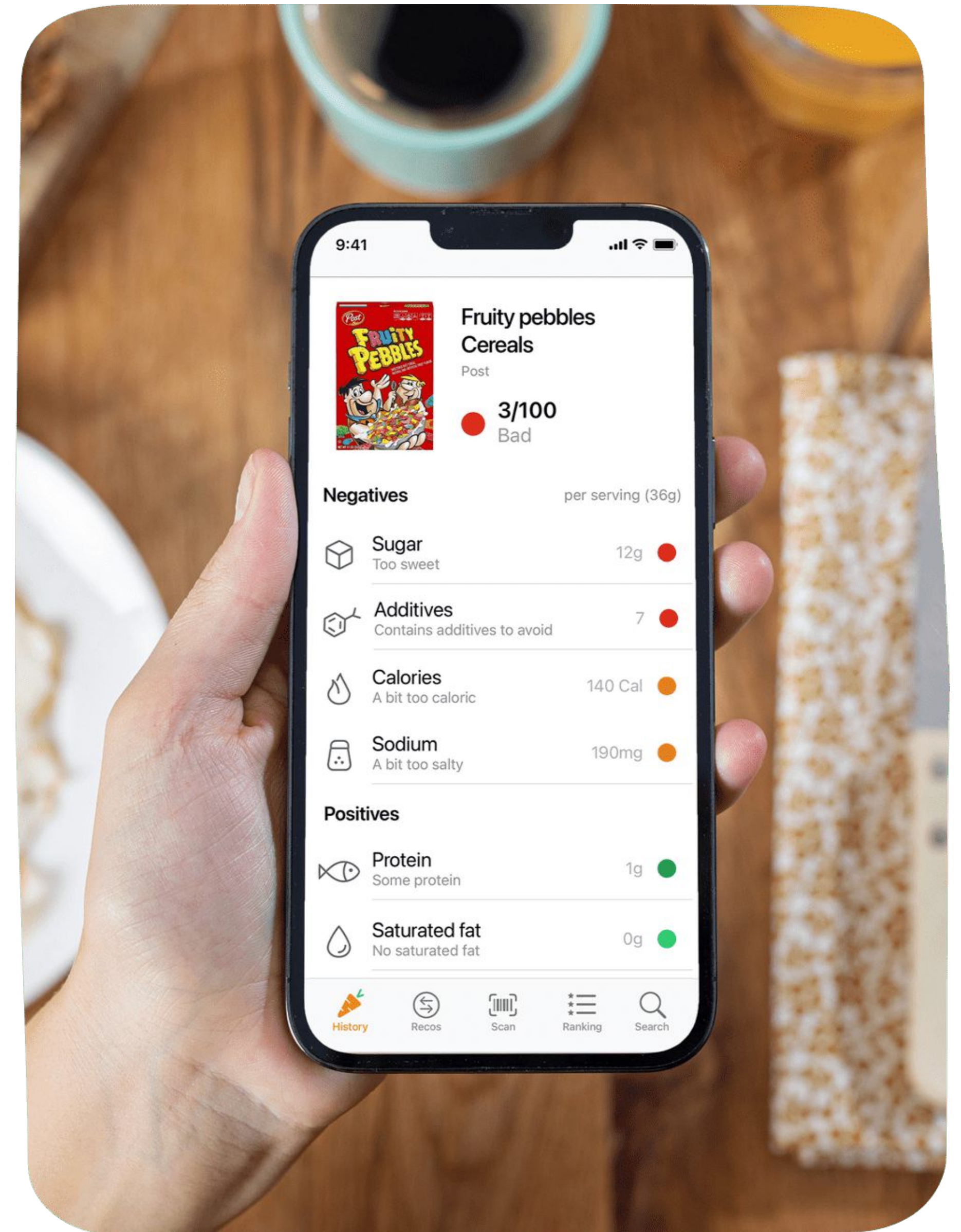


The organic component

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.

10%
of the score

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.

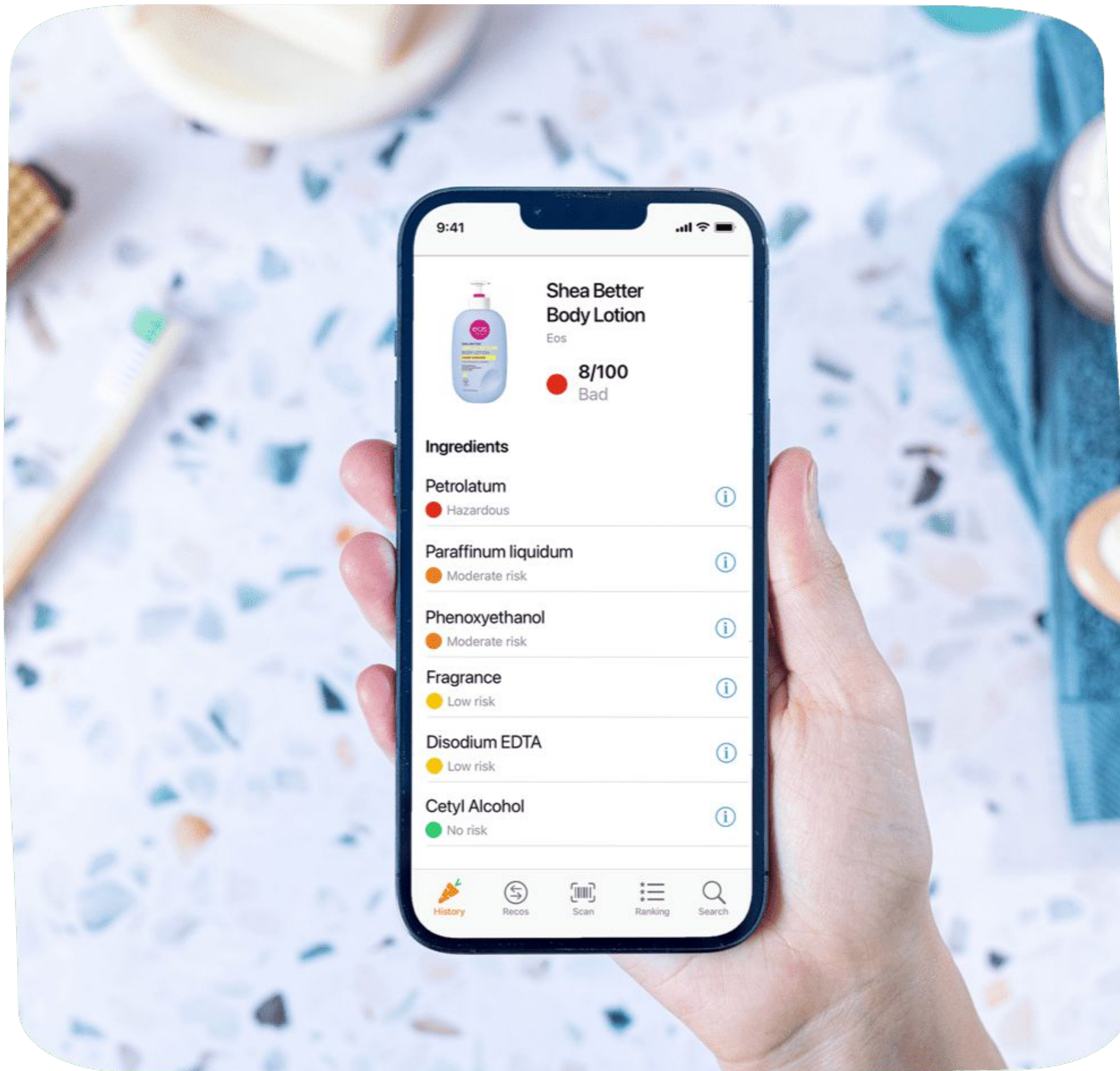
 **Hazardous**
Red

 **Moderate risk**
Orange

 **Limited risk**
Yellow

 **No risk**
Green

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



Our Scientific Team

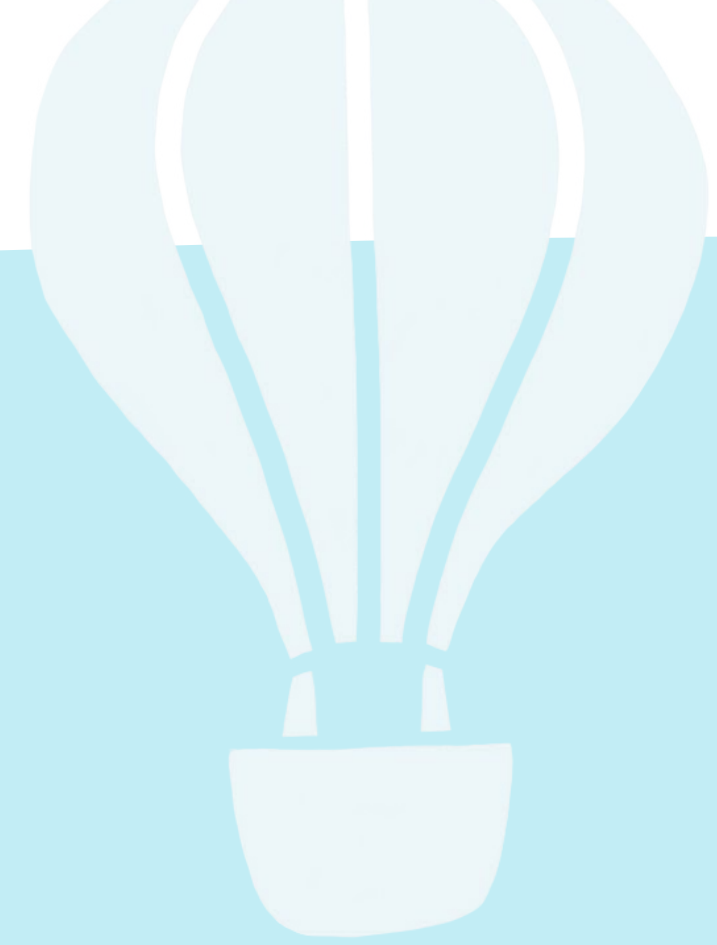
Yuka has a scientific team made up of two people.

Zoé Kerlo (on the left) is a **toxicologist**. She holds a Bachelor's degree in Biochemistry and Molecular Biology, and a Master's degree in Toxicology from AgroParisTech (part of Université Paris-Saclay). She further specialized with a postgraduate degree in Risk Management and earned a second Master's degree in Sustainable Development Law from Université Paris Cité. Zoé has two years of experience in the agri-food sector, where she focused on assessing toxicological risks related to additives, food contaminants, and food-contact materials.

Gabriela Mourad Vicenssuto (on the right) is a **food nutrition engineer**. She holds a double degree in Food Engineering and a Master's in Human Nutrition and Health from AgroParisTech (France) and the University of Campinas (Brazil). Her academic and professional work spans product reformulation, fermentation research (with a published article), and sports nutrition. Gabriela also spent nearly three years in food innovation at an insect protein company, where she focused on nutritional analysis, product quality, and also pilot and industrial scale tests.



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:



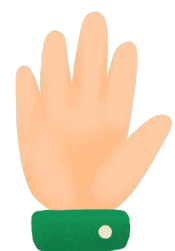
No external influence

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.



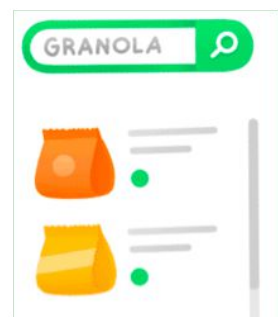
Protected data

Yuka does not sell or exploit user data: personal data remains strictly confidential at all times.



Transparent Financing

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:



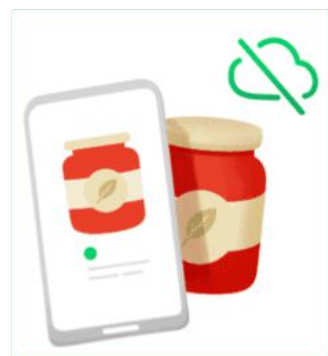
Search

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.

Premium Version
€3,497,261

Book & Calendar
€229,165

Service Provision
€71,000

Revenue Breakdown in 2023

To take it a step further,
we have made our balance sheet public.
👉 [Click here to download the full spreadsheet](#)

The Founding Team





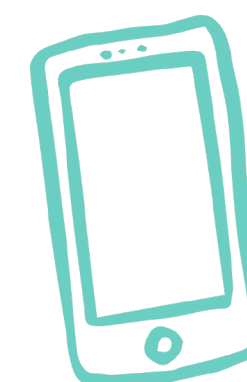
The Three Co-founders

Julie CHAPON



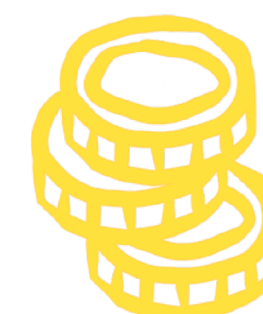
Julie is in charge of communication, content creation, and customer service. She co-wrote the Yuka book, *Le guide de l'alimentation saine* (*Guide to Healthy Eating*), which is a bestseller with over 150,000 copies sold.

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.

Benoît MARTIN



Benoît, 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 *Martin*

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.

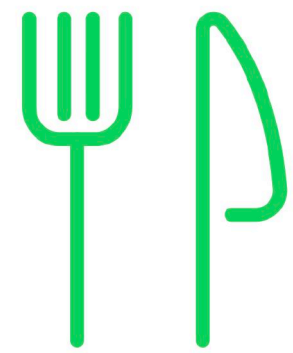
Besides legal matters, he manages all financial and administrative matters and makes sure that the company breaks even.

A Comprehensive *Database*

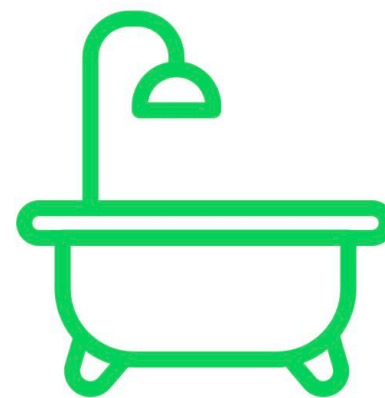


A Database with *5 Million Products*

Yuka has built its own database. It contains over 5 million referenced products to date.

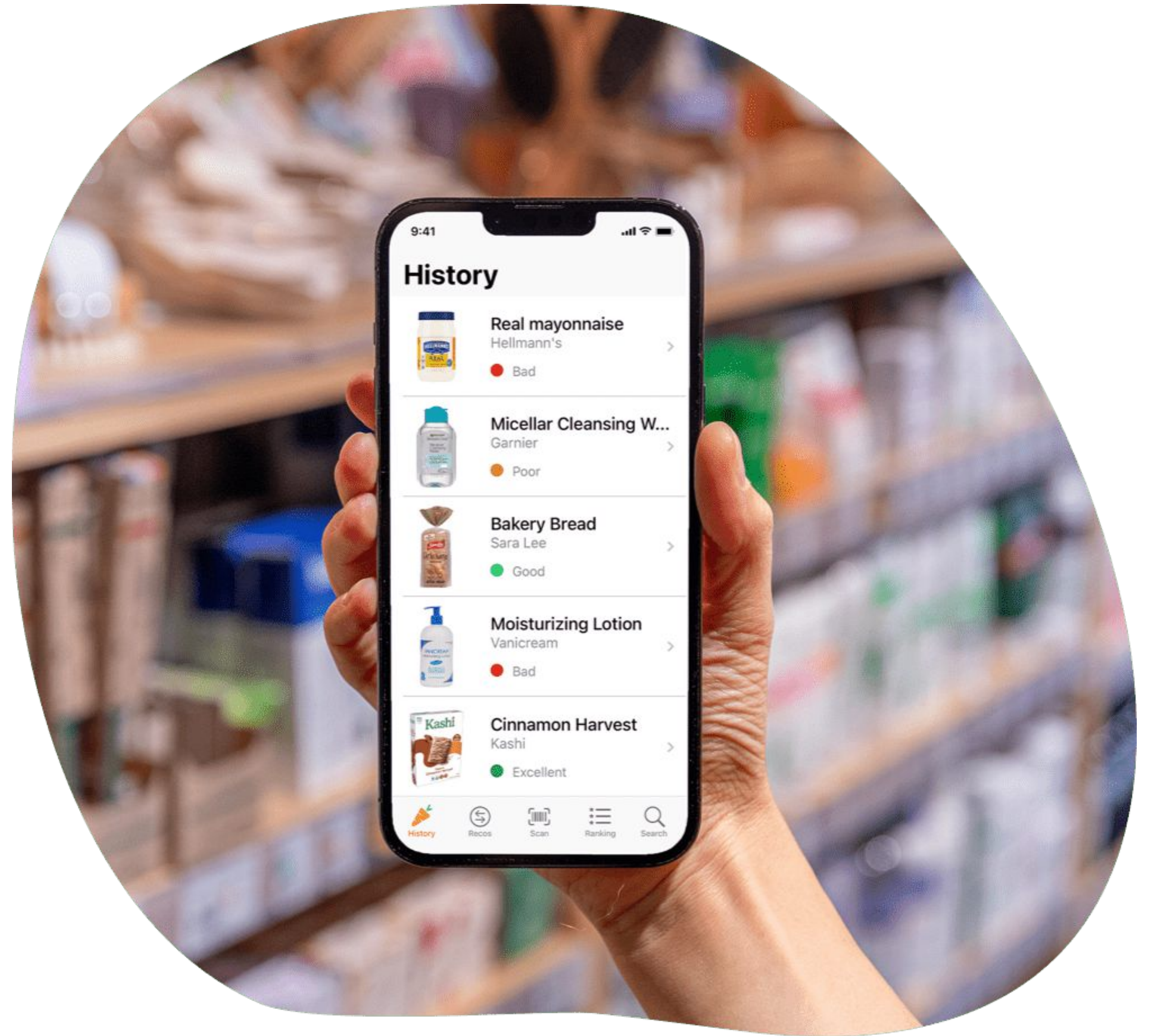


3 million
food
references



2 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.



Seven 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.



The impact of Yuka





The Impact on *Users*

In April 2024, Yuka conducted a large impact study in the United States with more than 20,000 users. The study reveals that Yuka not only helps users choose better products but also contributes more broadly to raising awareness about healthier eating and improving overall health.

94% of users put back products with a red rating in the app.

56% have stopped buying more than 10 different products since they started using the app.


92% of users have been buying fewer ultra-processed food.

88% of users feel like they are in better health since they started using Yuka.


The complete study is available [here](#).

The Impact on *Brands*

- Many European manufacturers have reformulated their products thanks to Yuka.
- For instance, the supermarket chain Intermarché reformulated 900 products by **removing 142 controversial additives** to achieve better ratings on the app.
- A free **simulation platform** is available for brands so that they can check the future rating of their products, and understand where they can do better..
- We measured the impact on our database over 1 million products: between 2019 and 2025, the average number of high risk additives **has decreased by 13%** in France.
- The impact is even more impressive in some product categories. The average high risk additive count **has decreased by 58% in breakfast cereal**, and by 48% in prepared meals.

Latest Europe World EU Policy Business Travel Next Culture

French supermarket chain to remove additives using phone app that rates products



By [Lauren Chadwick](#)
Published on 20/09/2019 - 17:25 GMT+2 • Updated 17:35

French supermarket chain says it will remove 140 additives, changing 900 food recipes by 2020.

French supermarket chain Intermarché had said it will remove 140 food additives by the end of 2020, changing 900 food recipes in the process.

They will use a popular phone application used by 11 million people in France to scan products and find out what additives are present in them.

Testimonials from *Manufacturers*



Cécile MERLIN

Director of Communication and Public Affairs in Europe

"We are attentive to our customers, who are increasingly using Yuka and thus contributing to accelerating our progress, which aims to reconcile snacking and eating well."



Mathilde THOMAS, Caudalie

Founder

"In 5 years, we have gone from 65% to 99% of highly rated products on Yuka. We refuse to use 73 ingredients in our formulas, either because they are potential endocrine disruptors, irritants, or not environmentally friendly."



Sylvie WILLEMIN, Nestlé

Nutrition Director France

"Yuka is pushing us to speed up improvements to our products, simplify our ingredient lists and build out our organic and plant lines."



Sophie JAYET-CREUSOT

Head of Communications & Corporate Affairs France

"We have developed new products to meet the needs and expectations of consumers that are highly aligned with Yuka's evaluation criteria."



Nitrites in France: How Yuka Pressured *Lobbies and the Government*

At the end of 2019, **Yuka launched a major petition in France** alongside the League Against Cancer and the foodwatch association to demand the ban of added nitrites in food. The reason? The danger of nitrate additives used in deli products has been the subject of numerous scientific publications. The World Health Organization even classified ingested nitrites and nitrates as **probable carcinogens** in 2010. The petition was a great success and has to date more than 500,000 signatures.

Following this action, the charcuterie lobby—which uses a lot of nitrites in its products—decided to target Yuka. Between January and June 2021, **Yuka received three legal summons** from the FICT (French Federation of Deli Meat Industrialists) and two companies owned by the vice president of the FICT.

These three cases are denounced as gag procedures aimed at draining Yuka both morally and financially. The amount of damages claimed was €1.4 million, while at that time Yuka had a net profit of €18,000.

Initially, Yuka was ordered by the commercial court to pay €95,000, but decided to appeal. The appeal courts in Paris, Aix-en-Provence, and Brive then sided with Yuka: **the three courts recognized the risks associated with nitrites and Yuka's right to alert** the public on this major health issue. The three companies were ordered to pay us €100,000.

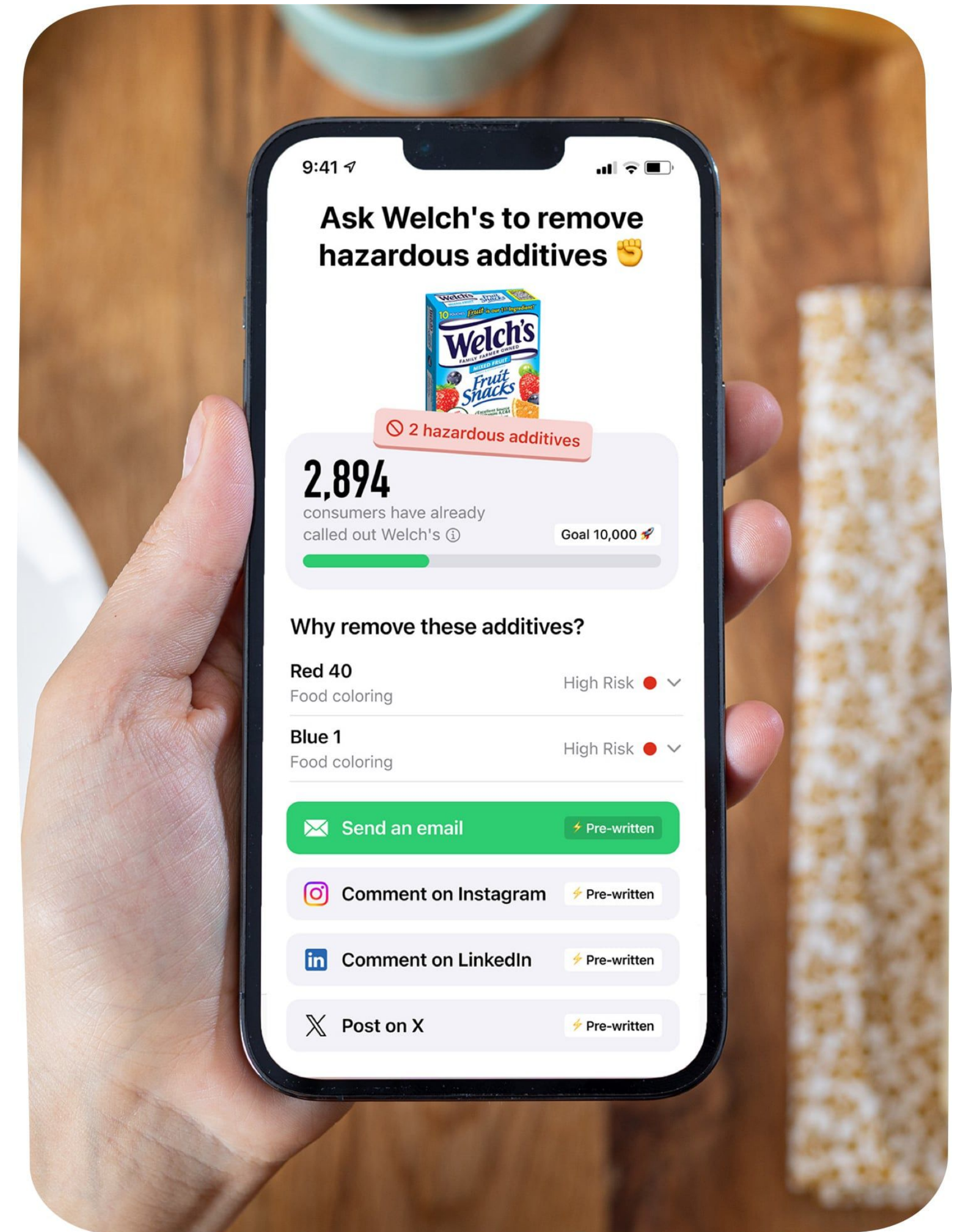
Subsequently, **the French government published a plan to reduce nitrate additives** in food products, thus lowering the maximum quantity of nitrites allowed in food products.



The Founders of Yuka and Lawyers at the Paris Court for the Appeal Judgment Against the FICT.

The Call-Out Feature that gives *the power back to consumers*

- To accelerate our impact on brands, we launched in November 2024 a feature that allows users to **call-out brands using high risk additives**.
- The call-out can be sent **privately by email**, or **published publicly** on Instagram, LinkedIn or X.
- Everything is pre-filled: the brand email or account, as well as the message. All the users have to do is to click and hit send.
- As of May 2025, **more than 600,000 call-outs** have been made by our users.



They're Talking *About Yuka*



Love from Our Users



4,8/5

650,000 reviews
Appstore & Playstore



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

Ebony



"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



"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!"

Ralph



"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."

Robin

Media
Coverage



Press Contact

Julie Chapon

Co-founder

julie.chapon@yuka.io

347-362-7695

