

CALORICERTA

PLATFORM GUIDE

Free Plan — CaloriCerta

Contents

1. What is CaloriCerta

2. Sign up and log in

3. Plate Scanner

4. Food Guide

5. What Pro unlocks

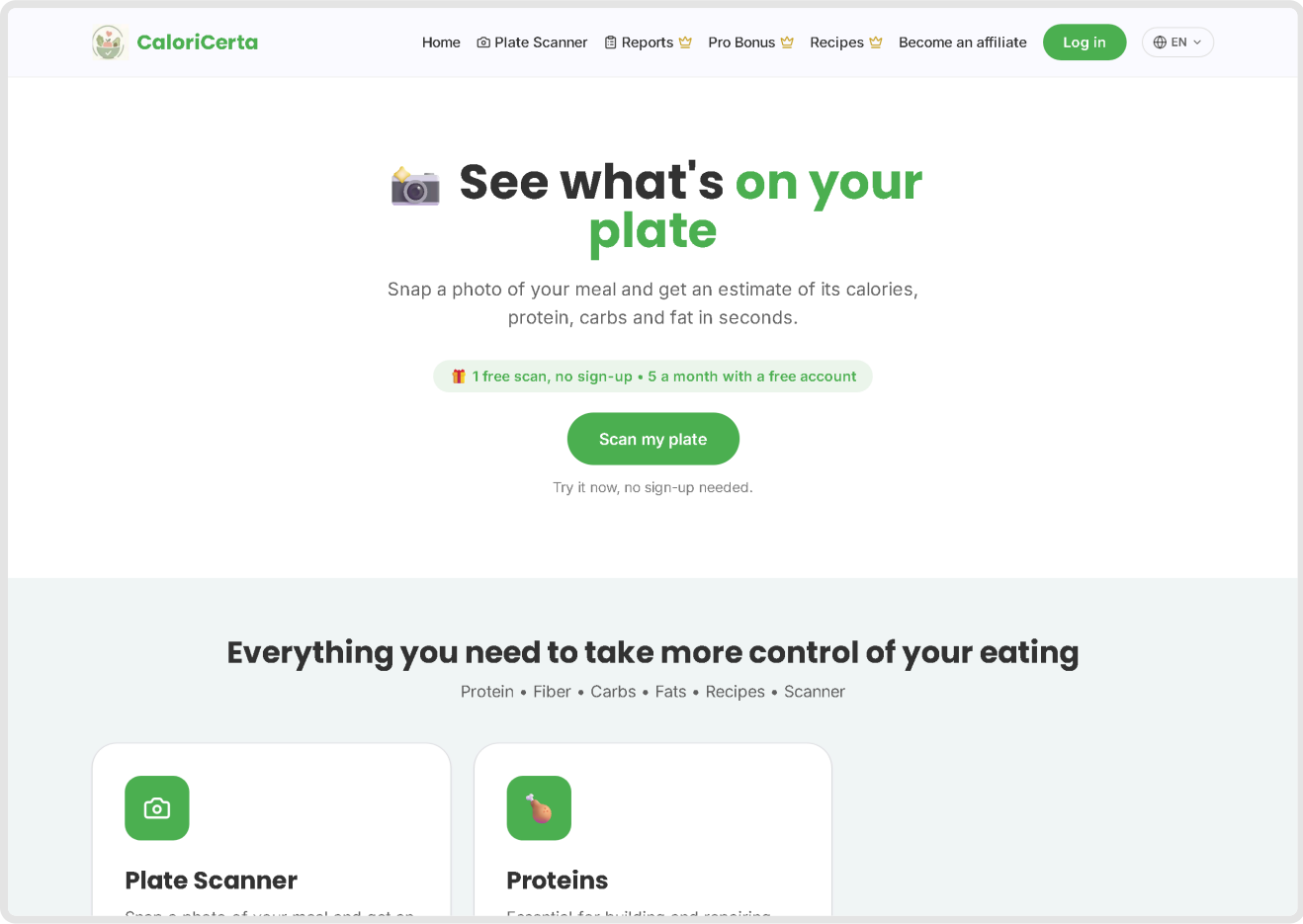
6. My Account

7. Affiliate Program

1. What is CaloriCerta

A friendly, visual food guide: snap your plate, understand what's on it, and move toward more mindful eating.

CaloriCerta helps you understand what you're eating without any hassle: take a photo of your meal and instantly get an estimate of its calories, protein, carbs and fat. The free account already covers the essentials to get started.



CaloriCerta home page, before logging in.

The website is at caloricerta.com.br and works in any phone or computer browser — nothing to install. It's available in English, Spanish, Brazilian Portuguese and European Portuguese — switch languages with the selector next to the menu.

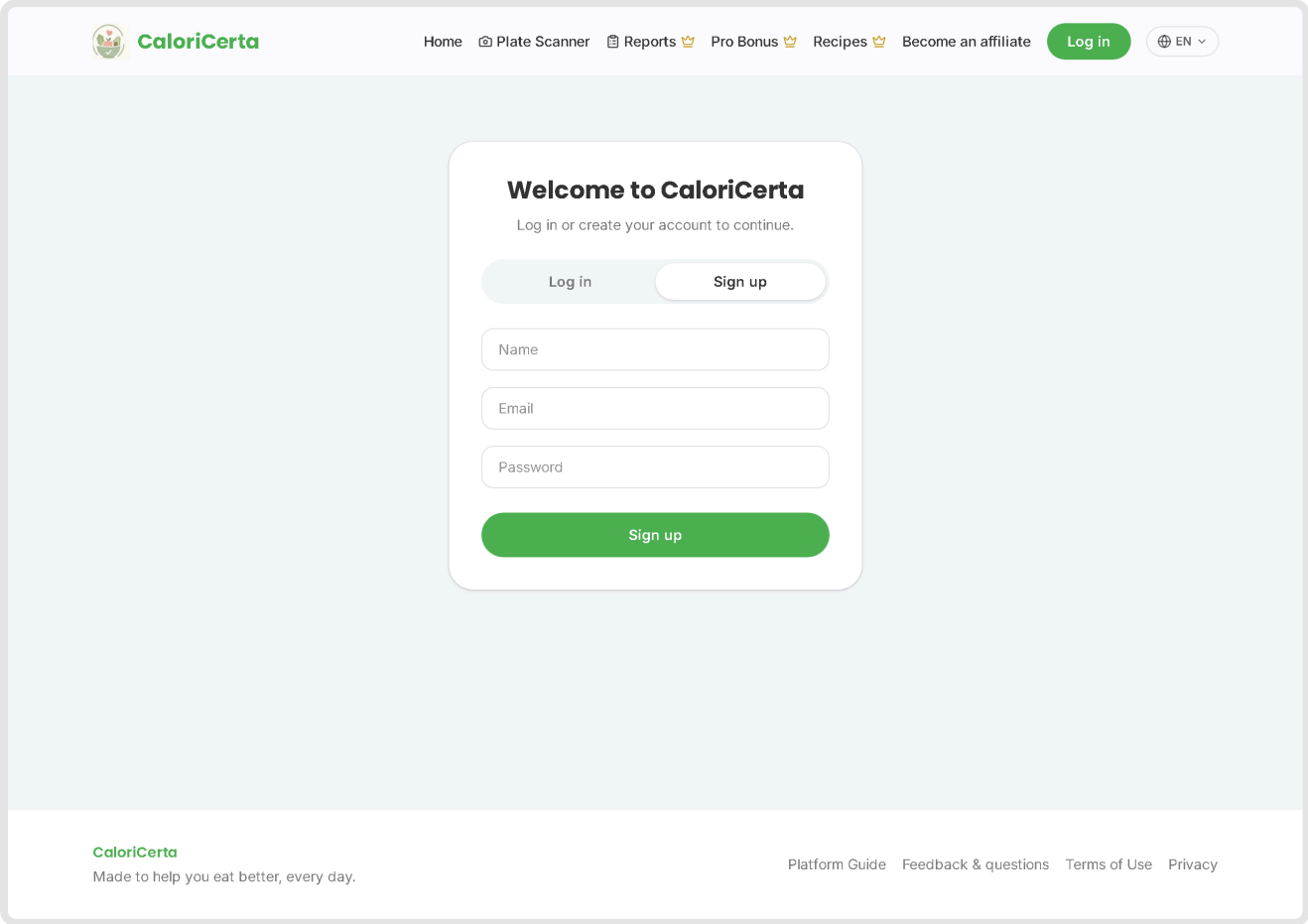
You can try it before creating an account: first-time visitors get 1 free plate scan, no sign-up needed (section 3).

2. Sign up and log in

Everything happens on the website, at caloricerta.com.br/login — no separate app needed.

Create a new account

1. Open the login page and click the "Sign up" tab.
2. Enter your name, email and a password (at least 8 characters).
3. Click "Sign up" — you'll get an email from CaloriCerta (nao-responda@caloricerta.com.br) with a confirmation button. For now, this email is sent in Portuguese.
4. Clicking the button brings you back to the site with your account confirmed. If you were heading somewhere else (like checkout), you land right there.



Account creation screen.

Forgot my password

On the "Log in" tab, the "Forgot my password" link sends an email with a button to set a new password on a dedicated page.

3. Plate Scanner

The heart of the free plan: snap your meal and get a nutrition estimate in seconds.

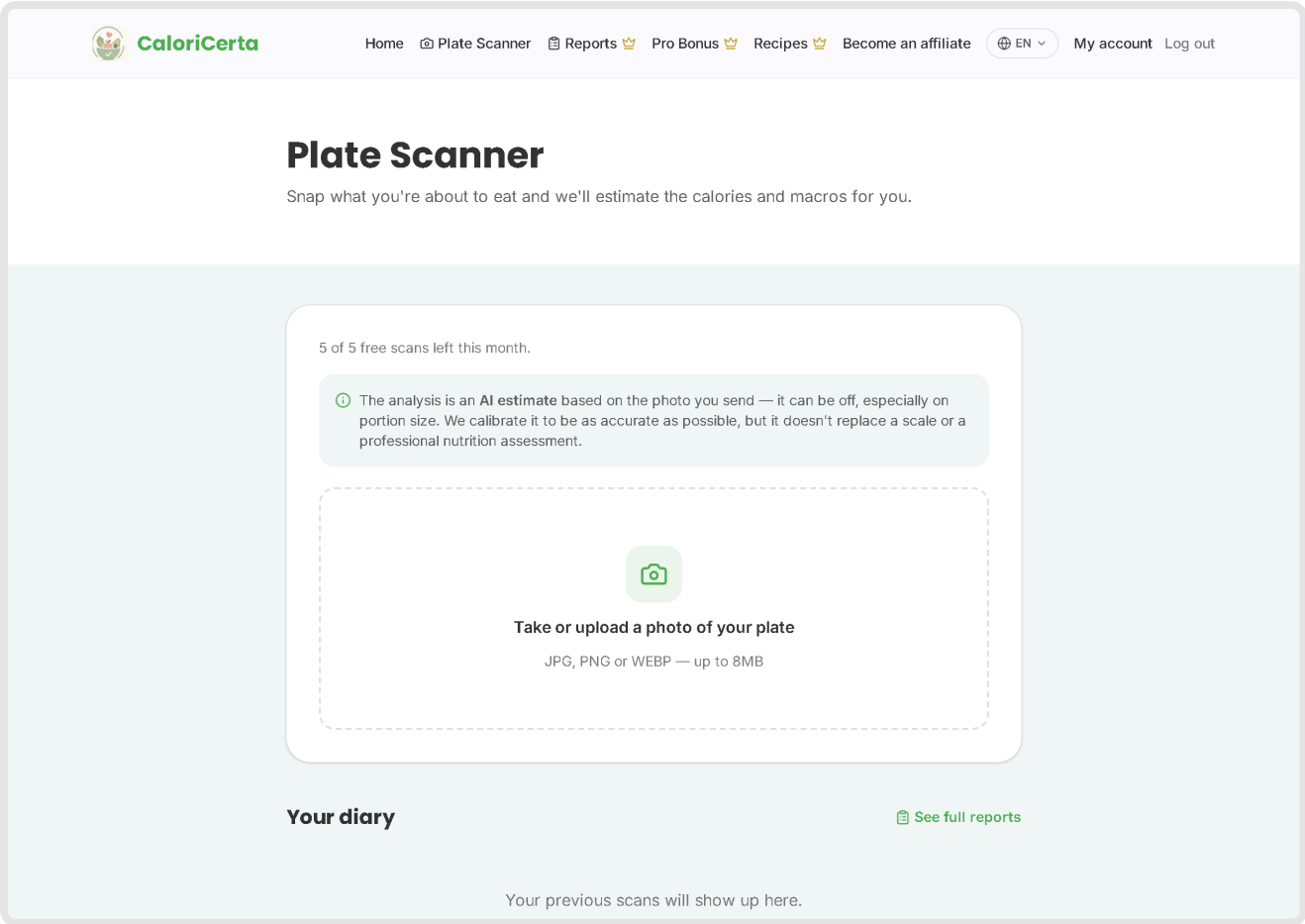


Plate Scanner screen, with the counter of scans left this month.

How to use it

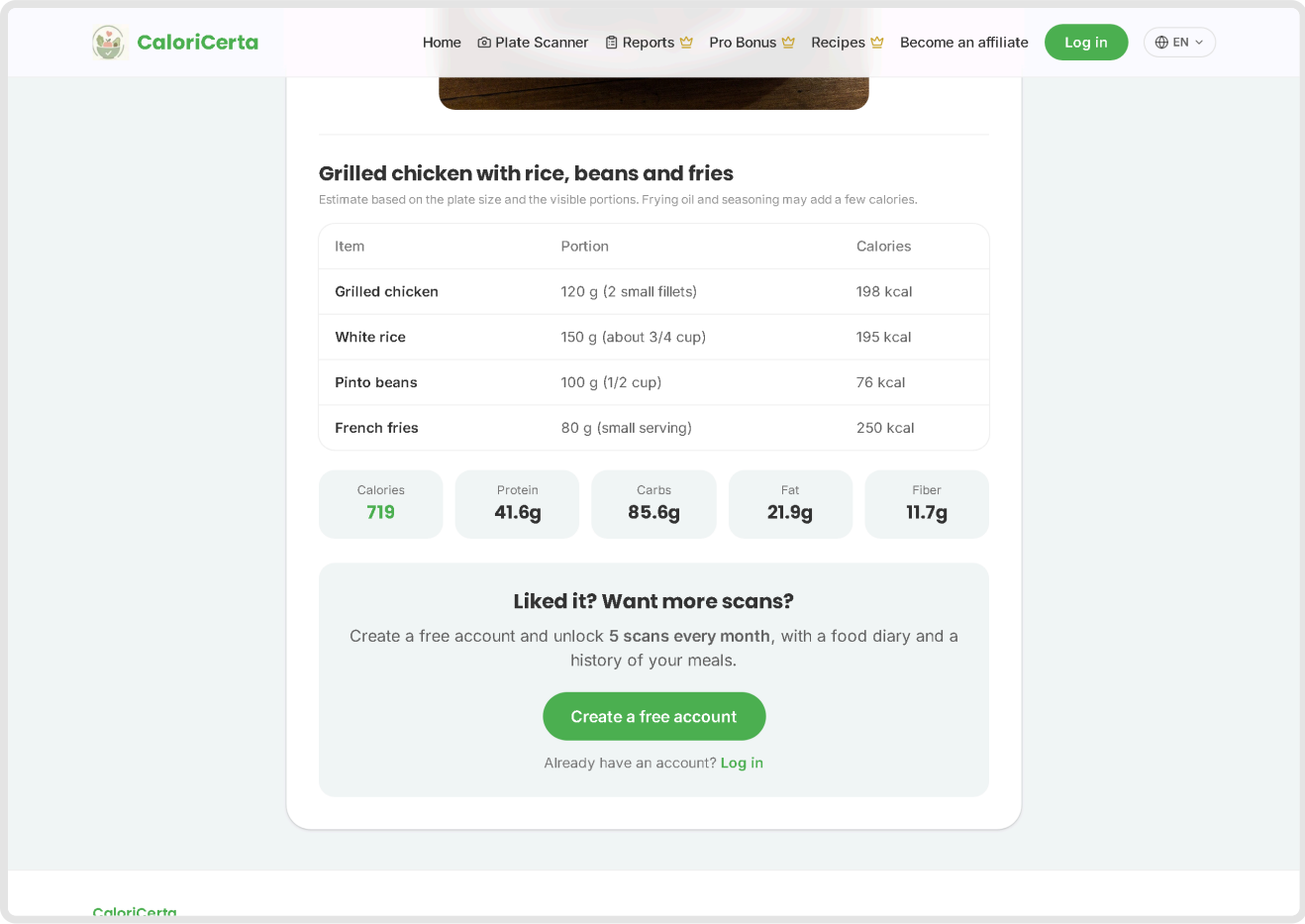
1. Open "Plate Scanner" in the menu.
2. Click "Take or upload a photo of your plate" and choose the image (JPG, PNG or WEBP, up to 8MB).
3. Click "Analyze plate". The AI identifies the foods and returns the calories and macros of each one, plus the meal total.
4. Every scan is saved automatically to your diary, right below the scanner.

The free plan includes 5 scans per month. The counter resets at the start of each month. After every scan you'll see how many are left and an invitation to Pro, which unlocks unlimited scans (section 5).

Important: this is an AI estimate based on the photo, so it can be off (especially on portion size) — it doesn't replace a professional nutrition assessment.

Try it without signing up

If you don't have an account yet, you can test the scanner right away: click "Scan my plate" on the home page (or "Plate Scanner" in the menu), upload a photo and see the full result — no forms to fill in.



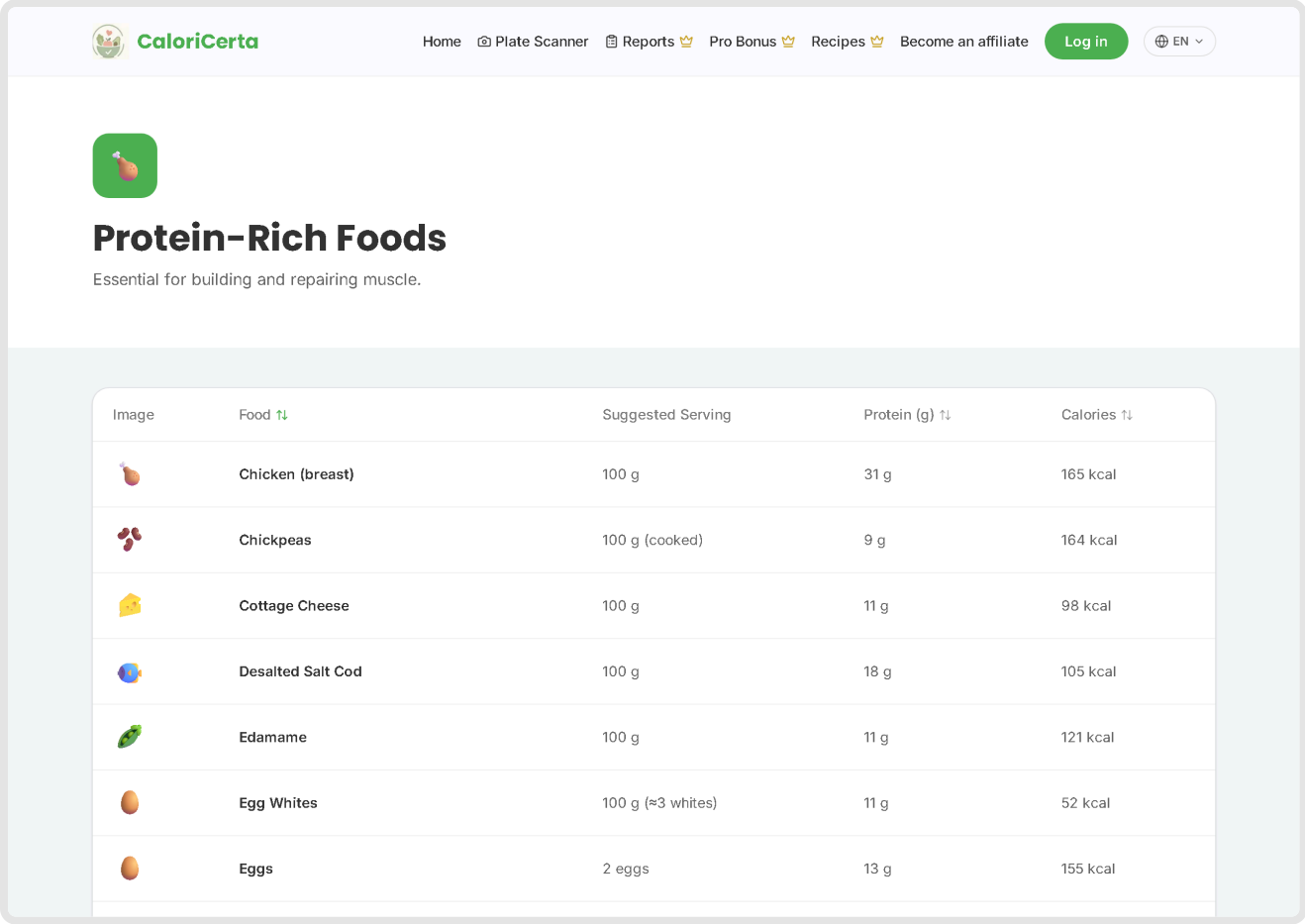
Result of the free scan without sign-up, with the invitation to create an account.

1. The no-sign-up scan is limited to 1 per person. It isn't saved to any diary, and the photo isn't stored.
2. Right below the result you'll see "Liked it? Want more scans?" — the "Create a free account" button opens the sign-up screen.
3. Once the account is created and the email confirmed, you go straight back to the scanner with your 5 monthly scans available.

4. Food Guide

A food catalog organized by macronutrient, with calories and a suggested portion for each item.

The guide has 4 categories: Protein, Fiber, Carbohydrates and Healthy Fats. On the free plan, the Protein category is fully unlocked — the other three require Pro.

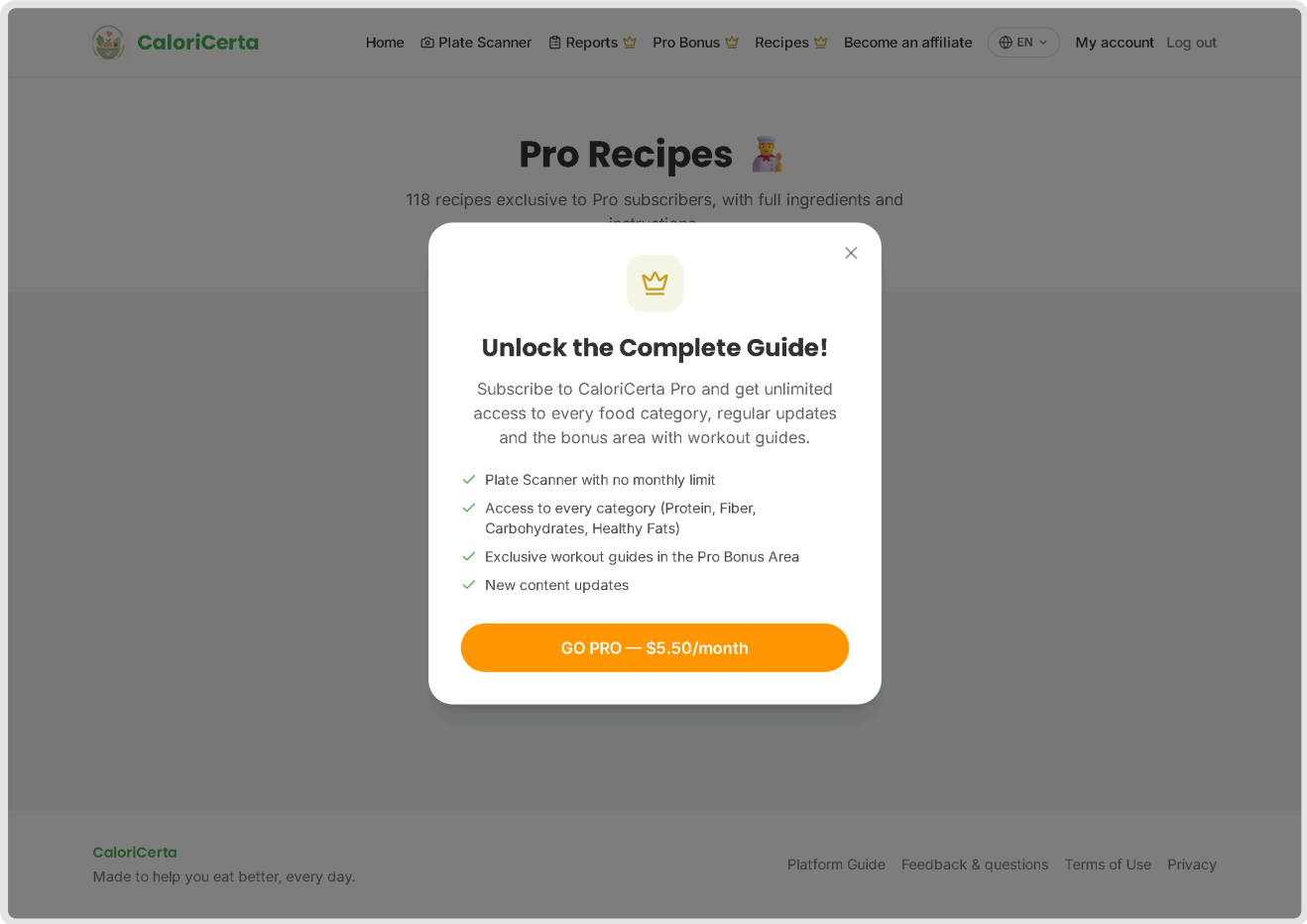


The Protein category, unlocked on the free plan — sortable by name, protein or calories.

Each category has a table with a picture of the food, the suggested portion, the main macronutrient and the calories — click the column headers to sort.

5. What Pro unlocks

When you try to open a Pro area (Recipes, Reports, Pro Bonus, or the Fiber/Carbohydrates/Fats categories), a message invites you to subscribe.

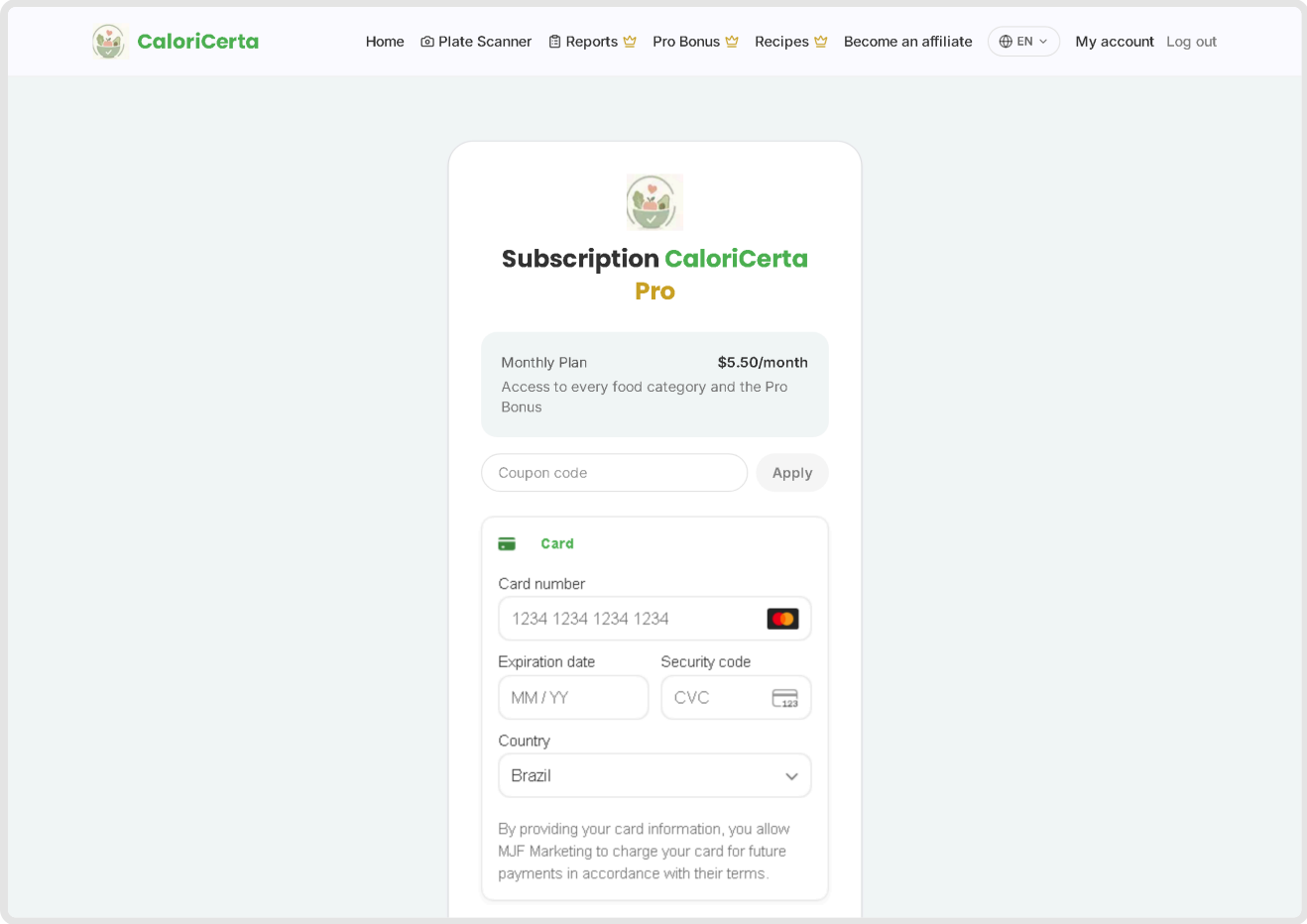


Message shown when you try to open a Pro-only area.

- Every Food Guide category (Protein, Fiber, Carbohydrates, Healthy Fats)
- Full Pro Recipes, with ingredients and instructions
- Plate Scanner with no monthly limit
- Eating reports (history by day/month, CSV export, print)
- Exclusive workout guides (Pro Bonus)

How to subscribe

1. Click "GO PRO" on any lock message, or go straight to caloricerta.com.br/checkout.
2. Enter your card details.
3. If you have a discount coupon, type it in the "Coupon code" field and click "Apply" before paying.
4. Confirm with "Pay and Subscribe Now" — payment is processed securely by Stripe.



CaloriCerta Pro checkout — US$ 5.50/month.

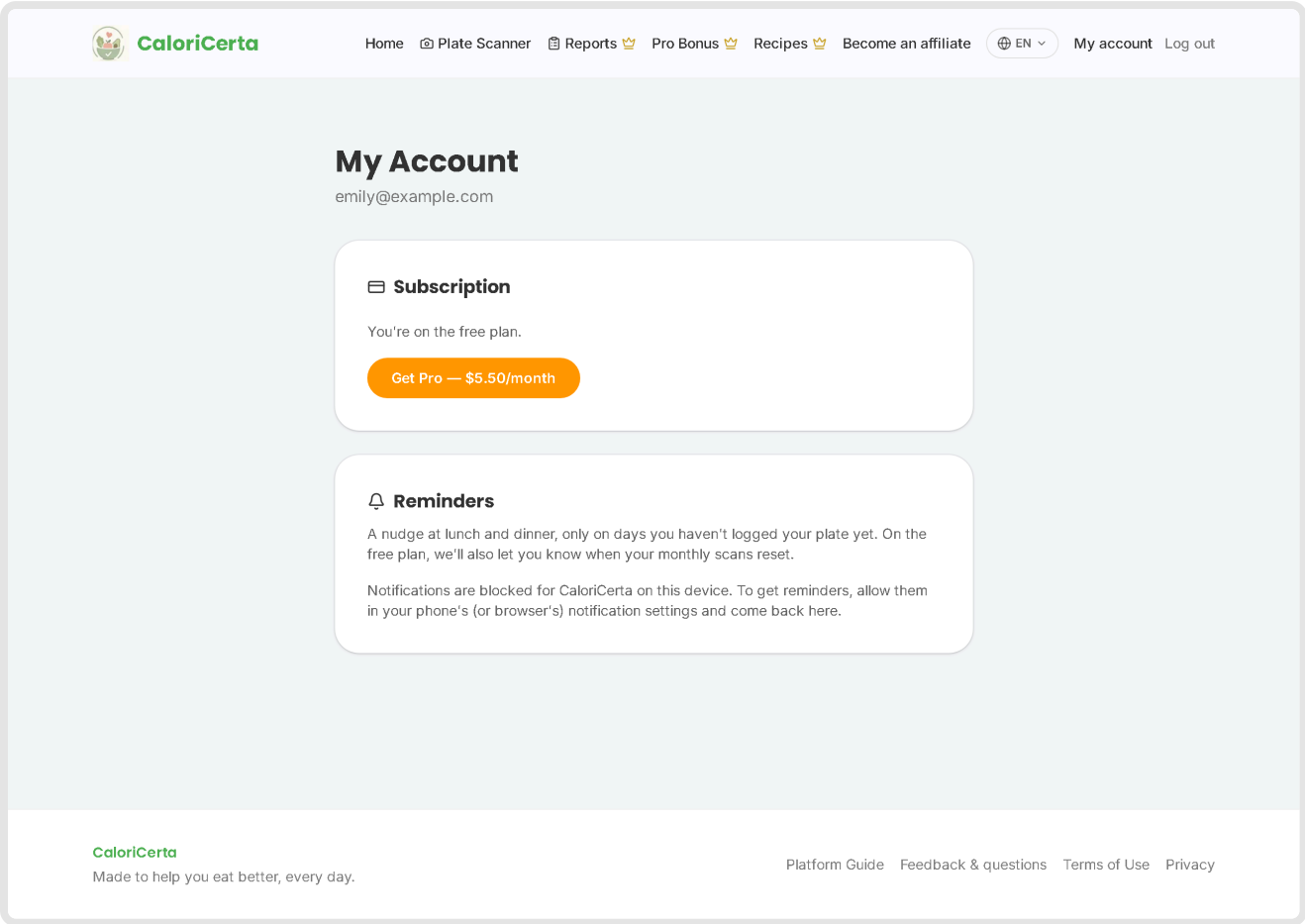
As soon as the payment is approved, Pro access unlocks automatically and a welcome message appears. The subscription renews every month on the same card.

Pro costs US$ 5.50/month (€ 4.89/month in the eurozone). Launch coupon CaloriCerta10: your first month is US$ 1.96 (€ 1.75), for the first 100 subscribers only — after that, the regular price applies from the first month.

Came through an affiliate partner's link? Their coupon is already applied at checkout, with 10% off the first month.

6. My Account

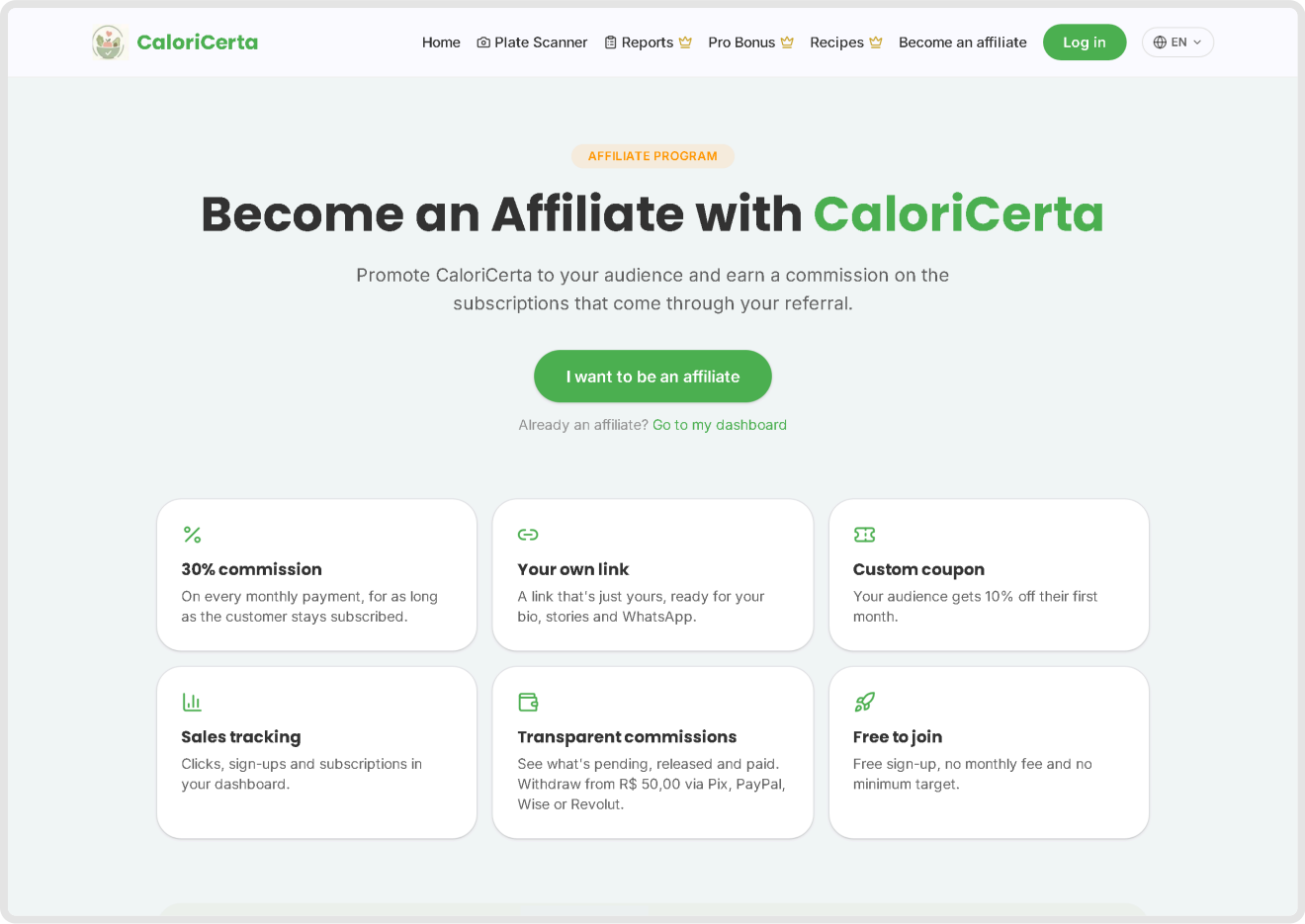
Where you see your registered email and your current plan.



My Account on the free plan, with the invitation to go Pro.

7. Affiliate Program

Anyone with a CaloriCerta account can promote the platform and earn a commission on the subscriptions they refer.

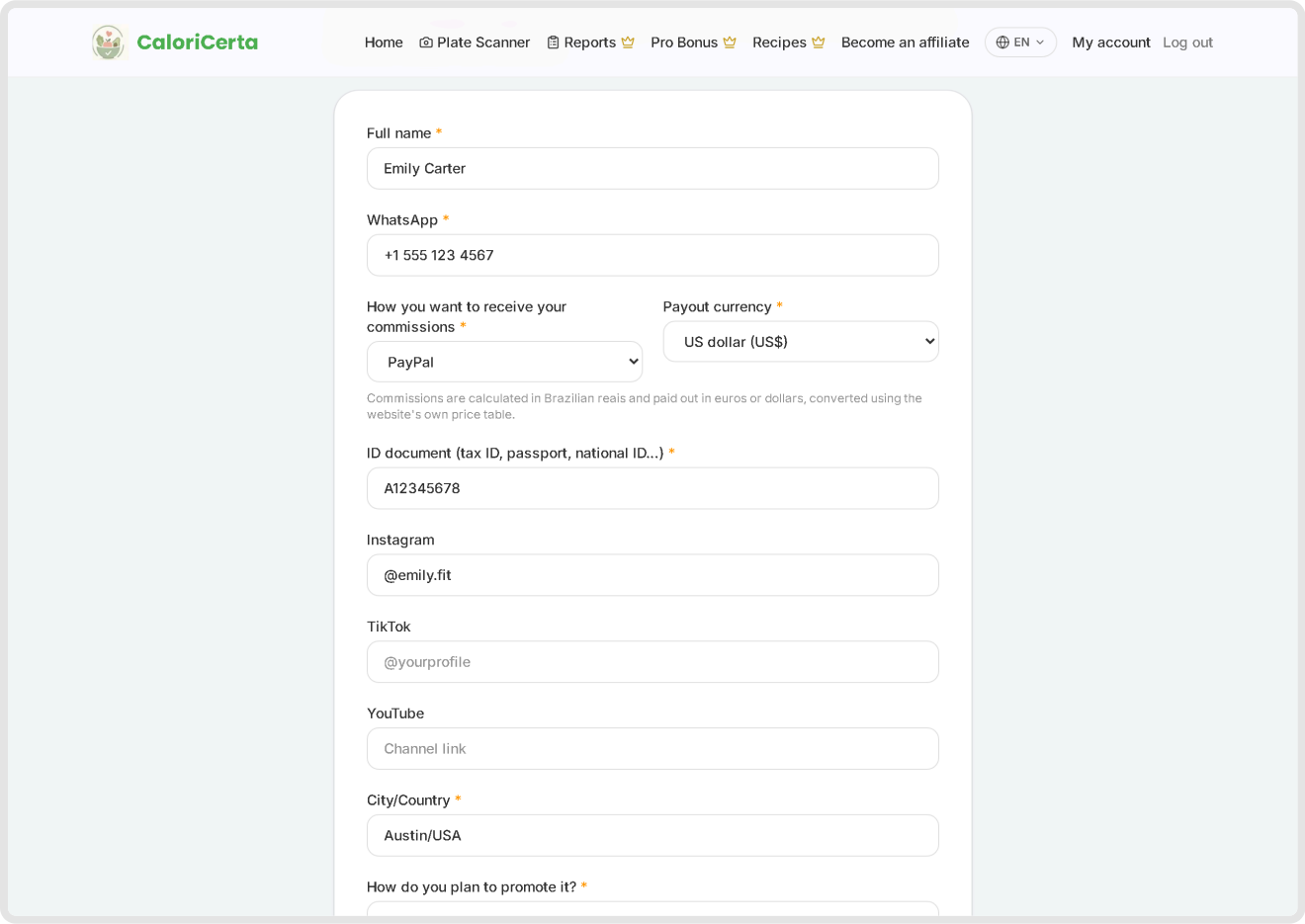


Affiliate Program page — opened from "Become an affiliate" in the menu.

- 30% commission on every monthly payment, every month, for as long as the customer stays subscribed
- Your own link (caloricerta.com.br/?ref=YOURCODE) and a coupon with the same code
- Anyone who uses the coupon or arrives through the link gets 10% off the first month
- Free to join, no monthly fee and no minimum sales target
- Get paid via PayPal, Wise or Revolut, in euros or US dollars (or via Pix, if you have a Brazilian bank account)

How to join

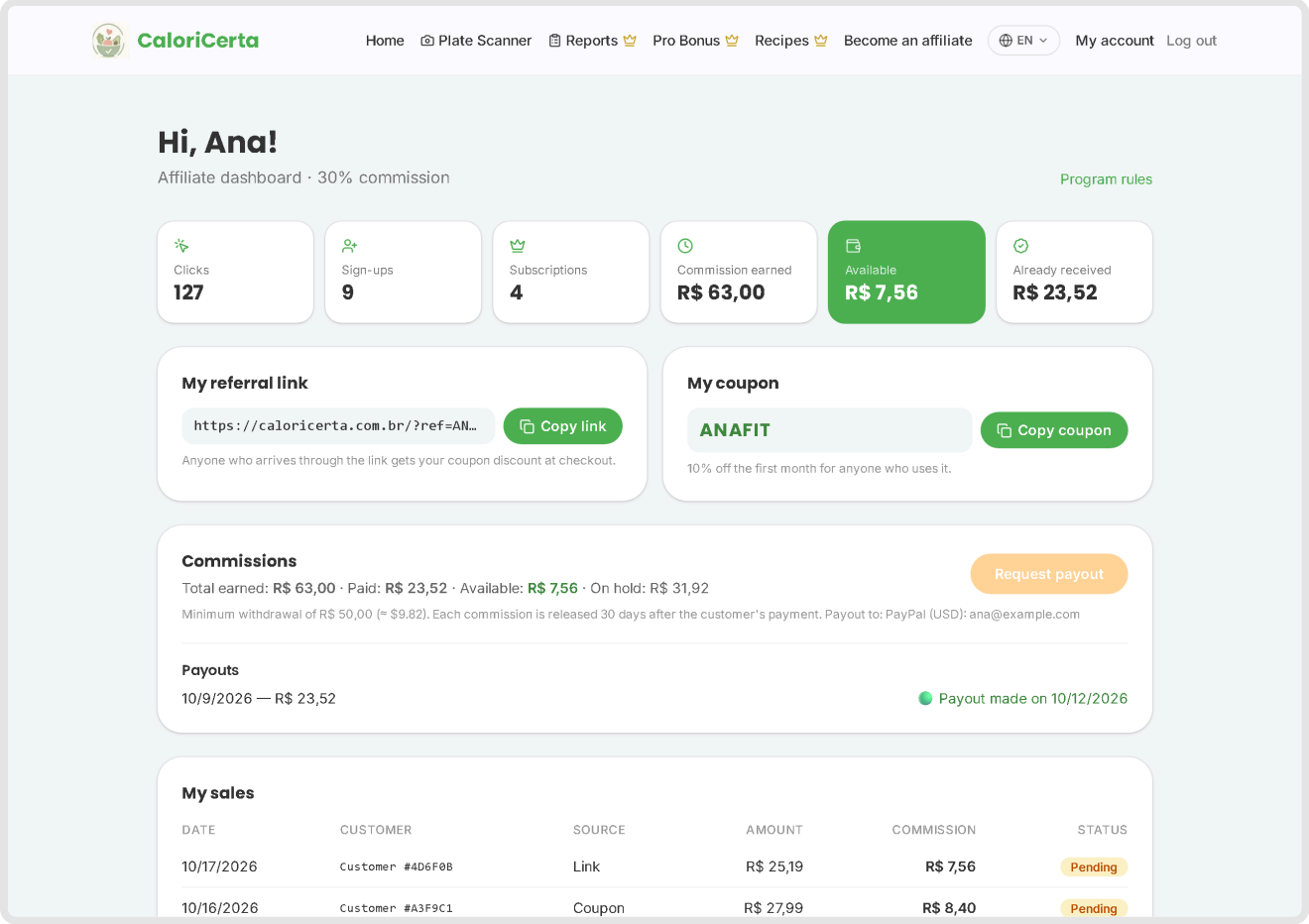
1. Click "Become an affiliate" in the menu, then "I want to be an affiliate".
2. Log in to your CaloriCerta account — or create one, it's free. After confirming your email, you go straight back to the affiliate sign-up.
3. Fill in the form: name, WhatsApp, how you want to be paid (PayPal, Wise, Revolut or Pix) and the currency (euro or US dollar), an ID document (tax ID, passport or national ID), at least one social network, city, how you plan to promote it, and your payout account. You can suggest the code you'd like (e.g. EMILYFIT).
4. Accept the Program Terms and click "Create my affiliate account".
5. Your sign-up shows as "Awaiting approval". Once it's approved, you get an email with your link and coupon — and they show up in your dashboard.



Affiliate sign-up form, with the payout method and currency.

Affiliate dashboard

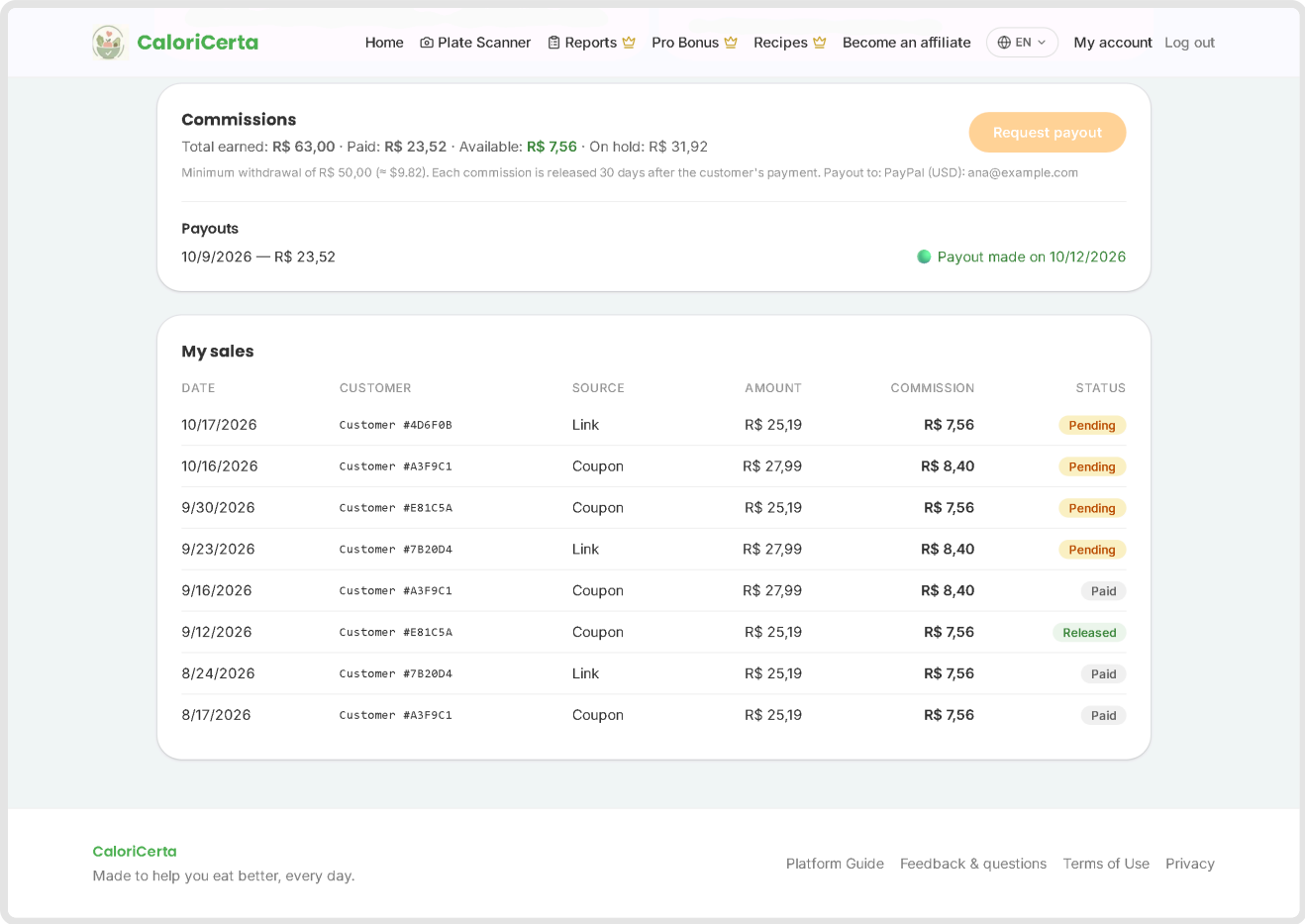
Once approved, everything is under "Become an affiliate" → "Go to my dashboard".



Affiliate dashboard, with numbers, link and coupon (sample data).

- Clicks — visits that came through your link
- Sign-ups — accounts created after clicking your link
- Subscriptions — customers who subscribed to Pro through your referral
- Commission earned, available for payout and already received
- "Copy link" and "Copy coupon" buttons, ready to paste in your bio, stories or WhatsApp

Sales, commissions and payouts



Commissions, payouts and "My sales" (sample data). Customers only appear as a code, with no personal data.

- Pending — in the 30-day holding period after the customer's payment
- Released — past the holding period and added to your available balance
- Withdrawing / Paid — included in a payout request / already transferred
- Canceled — the customer's payment was refunded or disputed

With R$ 50.00 (≈ US$ 9.82 / € 8.74) or more released, the "Request payout" button becomes active. Payment is sent within 10 business days using your registered method: PayPal, Wise or Revolut, in euros or US dollars.

Commissions are calculated in Brazilian reais (R$), CaloriCerta's base currency, and the dashboard shows amounts in R$. When you're paid, the balance is converted to euros or dollars using the website's own price table (R$ 27.99 = US$ 5.50 = € 4.89). Any PayPal, Wise or Revolut fees are paid by the affiliate.

Customers don't need to enter the coupon again: the commission comes in automatically with every subscription renewal. Full rules at caloricerta.com.br/afiliados/regras.