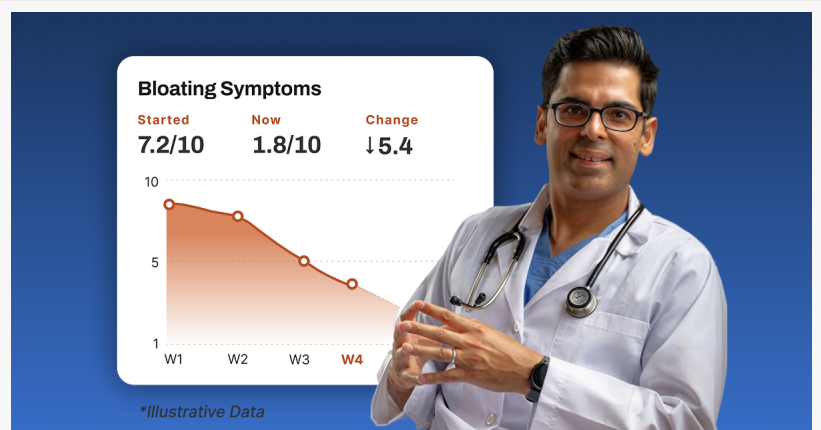


Dr. Saurabh Sethi Launches Oja to Bring His Gut and Liver Protocols to 4M+ Followers

After nearly a year trying to understand his own bloating, Dr. Sethi built Oja from years of feedback from his 4M+ followers seeking personalized guidance.

SAN FRANCISCO, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Oja](#) today announced the launch of its personalized gut health app, built with board-certified gastroenterologist Dr. Saurabh Sethi to help people understand what may be affecting their bloating, heartburn, constipation or liver health and turn what they log into a personalized weekly plan.



Dr. Saurabh Sethi built Oja to help people uncover patterns behind their digestive symptoms and turn them into personalized weekly guidance.

The idea grew out of both Sethi's own experience and years of conversations with his online community of more than 4 million followers. Again and again, people told him that generic lists of foods to eat or avoid weren't enough. They wanted to know what was affecting them personally, what to do next and whether what they were trying was actually working.

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Even as a gastroenterologist, it took me nearly a year to understand my own bloating. I built Oja to bring my structured gut and liver protocols to my community of more than 4 million people.”

Dr. Saurabh Sethi

Then Sethi found himself facing the same problem.

After more than 25 years in medicine, training at AIIMS, Harvard and Stanford, and performing more than 25,000 endoscopies, he began dealing with recurring bloating he could not easily explain. He removed foods he suspected, tracked what he ate and how he felt, and gradually reintroduced foods to identify patterns. Even with his clinical training, the process took nearly a year.

“I knew the science and I knew how to run the process, and it still took me nearly a year,” said Sethi. “The hard part wasn't knowing more. It was consistently tracking everything, testing foods

one at a time and recognizing patterns across weeks and months. At the same time, I was hearing from millions of people who were struggling with exactly that. Oja is the guide I wish I'd had."

For many people, getting ongoing specialist guidance is difficult. A 2025 study published in Gastroenterology found that 69% of U.S. counties had no gastroenterologist, leaving approximately 49 million Americans without a GI specialist in their county. Research has also found that more than one in four adults meet criteria for a functional bowel disorder.

Oja is designed around a structured process of observing, tracking, testing and adjusting. Users snap photos of meals and log how they feel in about five minutes a day. Each week, Oja reviews their meals, symptoms and progress, looks for patterns they may not notice on their own and updates a personalized plan with foods to avoid or add back, nutrient targets and daily habits.

For users focused on bloating or heartburn, Oja can also build a Trigger Profile over time and guide structured avoidance and reintroduction of possible food triggers. The app includes recipes tailored to each user's plan and eating preferences, along with grocery lists designed to make the guidance practical at home.

"Digestive symptoms are incredibly personal. The same food can affect two people very differently," Sethi said. "I can't sit with every person for a year. Oja is how we make this kind of structured guidance easier to follow week by week, based on what someone is actually eating and experiencing."

Oja is available on the App Store beginning August 11th 2026. To learn more, visit ojacare.com.

About Oja

Oja is a personalized nutrition and digestive-health app built with Dr. Saurabh Sethi, a board-certified gastroenterologist trained at AIIMS, Harvard and Stanford. Oja helps users track meals, symptoms and progress and turns that information into personalized weekly guidance for bloating, heartburn, constipation and liver health.

Disclaimer: Oja does not provide medical advice. All information shared is for educational purposes only and should not replace professional medical guidance.

Dr. Saurabh Sethi

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