



Personalized Nutrition Initiative

Does the initiative have direct activity in Asia-Pacific?

What regions is this activity in?

How long has the project or initiative been in progress?

Provide a short overview of the project or initiative, stating the main goals.

What major consumer demand or public health concern does this initiative address?

How does your initiative provide a unique nutritional solution to this consumer need or problem?
(Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions.)

Provide an overview of how your initiative provides a truly personalized approach to nutrition (Please use non-technical language and keep answers brief, you may provide more detail and references in the next questions)

Is there peer reviewed primary research and/or clinical trials in humans to back the principles of this project?

Where possible, please provide a short overview of the main details and evidence that backs up your initiative. You may also supply up to five links to peer reviewed primary research.

Give detail of commercial success and engagement from your core target market(s). Where possible give numbers and examples of sales and applications that are available in the market.