



Personalized Nutrition

MARCH | 2020
BULLETIN



WHAT'S INSIDE!

In March we witnessed collaboration and product launch in the personalized nutrition market;

- A significant development is noticed in tailored supplements, wherein companies are focusing to strengthen their footprint globally.
- ÜFORIA Science and MaVie collaborates to unify its personalized nutrition offering and increase market share globally.

SPOTLIGHT

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SPOTLIGHT

Impact of COVID-19: Personalized Nutrition Focus

#AnalystViewpoint

- Since the **coronavirus** has only been on the world stage for a few months, we don't have any cold, hard data on how it will affect the **personalized nutrition** market globally.
- Everything that follows is from **FutureBridge's** point-of-view, based off of talks we've had with other **industry insiders** and analysis of **market developments** to date.
- We have noticed **companies** are **adding immunity related platform** in their product portfolio' to bring more number of consumers onboard.



Image Source: [SpoonGuru](#)

Company Strategy: Consumer engagement during the lockdown

Personalized nutrition companies are bringing **multiple immunity and nutrition support guide** at **free of cost** to millions of users during the **COVID-19 pandemic**.

With this initiative **companies** are **helping homebound consumers** to **adopt a healthy life style** and **improve the immunity** during the **lockdown**.

We have highlighted some key developments below:



Spoon Guru (UK) **announced** the launch of a new **'Immunity Support TAG'** in response of COVID-19 pandemic, to help consumers find foods online and in stores to **strengthen their immune system**.



In the wake of **COVID-19** pandemic, **Savor Health** (US) **introduces** **free virtual nutrition** support to cancer patients using its proprietary **"Intelligent Nutrition Assistant"** platform, Ina.



HealthifyMe(India) has **announced** the launch of **free immunity assessment tests** to help people in adopting a healthy lifestyle during the **lockdown**.

DnaNudge helps in developing rapid COVID-19 testing



- **DnaNudge** scientists in collaboration with **NHS** (National Health Service, UK) are **working** to trial a Nudge Cartridge for **rapid COVID-19 testing**.
- This will help to **maximize** the **testing capacity** across United Kingdom.



*Unfortunately there's no **magic silver bullet** that is guaranteed to **boost your immune health**. The good news is there are ways to keep your **immune system functioning optimally**, which can help to keep you healthy and give you a sense of control in an uncertain time. We know consumers now more than ever are looking for **foods and healthy diets** to **strengthen their natural defenses**. **Spoon Guru** has used its expertise, and the **EU's current RDA's** to create a broad spectrum **nutrient based TAG** which will help your **healthy immune system** continue doing its important job and fight off viruses and bacteria. We hope the use of our **technology** can help support people choosing **nourishing foods** during the current health crisis.*

Markus Stripf, Co-CEO and Co-Founder of Spoon Guru

ÜFORIA Science and MaVie announced a merger to form a new wellness enterprise

01 March 2020, Sunday

#Merger #DNA-basedNutrition

- **Personalized nutrition** is expected to **lead the health and wellness industry** as it is gaining popularity among consumers.
- **ÜFORIA Science** and **MaVie** formed an alliance at a time when the trend is at the **emerging phase**, which will help them in building a **strong market** for their **DNA-based personalized offerings** in the future.
- The alliance will **increase the market share** of **One You** globally and would make company **worldwide leader** in the **DNA-based nutrition industry**.



Image Source: MaVie



Key takeaway:

- **ÜFORIA Science** (US) and **MaVie** (Singapore) will operate with the new brand identity named **One You**, which signifies individuality.
- The merger will allow **ÜFORIA Science** and **MaVie** to unify its **personalized nutrition** offering and increase market share globally.
- The **One You** will **operate globally** by combining the ÜFORIA Science market in **North America** with MaVie's market in **Africa, Australia, Asia, & Europe**.
- One You will be managed by **Mr. Abboud Barakat** as Chairman and **Mr. Ron Williams** as CEO.
- The integration of **ÜFORIA Science** and **MaVie** will take place in **90 days** with **celebratory** launch in **August 2020**

Read this story

About ÜFORIA Science



ÜFORIA utilizes DNA-testing platform to deliver truly one-of-a-kind custom nutrition for consumers.

Year of Incorporation: 2018

Headquarter: St. George, US

Regional Presence: North America

Technology:

- The ÜFORIA Kit contains instructions on collecting and providing sample (Saliva) to be analyzed from the company's CLIA-certified lab.
- The lab then processes DNA, and genetic data is used to generate personalized report custom designer nutrition that contains nearly 100 peer-reviewed plant based ingredients along with raw food, super foods, prebiotics, enzymes, vitamins, and minerals.

About MaVie



MaVie design a range of products and services that help consumers to personalize all the aspects health and nutrition based on their DNA.

Year of Incorporation: 2011

Headquarter: Singapore

Regional Presence: The company operates in the market of Europe, Hong Kong, United Arab Emirates, Singapore, South Africa, and Australia.

Technology:

- The analysis of DNA sample is carried out using the state of the art next generation sequencing platform, ensuring the most accurate and reliable identification of the DNA variants tested.
- Currently company examine more than 120 variants for 'Nutrition & Weight Loss', and More than 30 variants for 'Fitness & Sports Performance'.



Image Source: [Persona](#)

#Expansion #Collaboration

- Notable developments are observed in **tailored supplements category by Herbalife Nutrition and Persona**.
- **COVID-19** has **boosted** the demand for functional supplements specially **vitamins**.
- **Persona** is aiming to take the full advantage of the existing elevated **supplement demand**, which will also help company to **grow financially** during the **pandemic**.

02 March 2020, Monday

Herbalife Nutrition collaborates with Inspire Institute of Sports



Key Takeaway:

- Through this partnership both the companies will utilize the science-based **personalized nutrition** expertise to **enhance the performance** of the athletes.
- With this collaboration, **Herbalife Nutrition** (US) is aiming to bridge the gap between the **required nutrition** and **sports performance** of the athletes.

[Read this story](#) ➔

About ÜFORIA Science

Herbalife Nutrition provides healthcare solutions that help the consumer to get a healthy and active life.

Year of Incorporation: 1980

Headquarter: Los Angeles, US

Regional Presence: North America, South America, Middle East/Africa, and Asia Pacific.

Technology: The company's Targeted Nutrition utilizes online questionnaire platform to provide tailored nutritional support to its consumer.

05 March 2020, Thursday

Persona offers international shipment to more than 60 countries



Key Takeaway:

- **Persona**, a Nestle Health Science Company (NHSc) launches international shipping services to more than 60 countries, targeting **Asia, Asia-Pacific, Europe, Middle East/Africa, North America, and South America** market.
- This will allow to fulfill a **global consumer demand** for high quality personalized **vitamins and supplements**.

[Read this story](#) ➔

About Persona

Persona develops science-backed, uniquely personalized vitamin and supplements.

Parent Company: Nestle Health Science Company

Year of Incorporation: 2017

Headquarter: Snoqualmie, US

Regional Presence: Asia, Asia-Pacific, Europe, Middle East/Africa, North America, and South America

Technology: Customer provides personal information about their health & wellness, diet & lifestyle, general health and medical conditions through an **online questionnaire** on the basis of which **Persona** provide **personalized recommendation**.

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