

The Evolution of Personalised Nutrition:

Appendix A: Personalised nutrition companies in the UK

This appendix presents details of personalised nutrition companies currently active in the UK, and relates their business models to the categories identified in section 3.4 of this report:

- A. Approaches collecting various kinds of personal information, for example, through a questionnaire or app/web interface
- B. Approaches that use physical bio-specimen samples from customers to measure and/or quantify aspects of their phenotype, including breath tests, blood tests, and gut-microbiome.
- C. Approaches using personal DNA information of customers
- D. Approaches that use any of A, B, C, and sell a physical product (often described as “functional food”, “personalised supplement” or similar)

Atlas Biomed

Active: 2016-, Series B funding, \$21 million

Science/Data used

(Combination of business model B & C)

- DNA test (£99)
- Microbiome test (£159)

Services/Products

- Dietary advice based on DNA/microbiome test.
- New offer: image recognition app that gives dietary recommendations on pictures taken of meals and food items
- Carrier status, risk for hereditary diseases, impact on vitamins, nutrients and predisposition to nutrient intolerances, DNA ancestry.
- Carrier status, child risk for hereditary diseases
- Impact on vitamins, nutrients and predisposition to gluten, lactose, caffeine and alcohol intolerances
- Athletic predisposition to performance and injury
- DNA ancestry, origins, and Neanderthal genes
- Unique personal traits determined by genes
- Personalised food recommendations
- Probiotics and beneficial bacteria report
- Lactose and gluten metabolism
- Anti-inflammatory potential

Claims

- User Data are securely stored on certified servers located within the European Union
- SHA-256 with RSA Encryption
- Full UK GDPR and EU GDPR compliance
- Registered with Information Commissioner's Office
- The technologies used in the Atlas DNA Test are 99.9% accurate.
- ISO 13485:2016 accreditation for medical device quality management systems.
- DNA sample is analysed using DNA microarray technology from Illumina in a certified EU lab.

Bioniq balance

Active: 2012-; Raised in 2020 \$7.8M for US and ME expansion.

Science/Data used

(Business model B)

35 parameter blood test from a partner laboratory. Includes testing for lipids such as cholesterol, ions such as Calcium, Potassium, Sodium, and microelements such as copper, zinc, selenium among others, and vitamins B9, B12, D, E, and basic haematology parameters.

Services/Products

- Personalised vitamins of up to 34 vitamins and minerals in special slow-release capsules by Swiss manufacturer.
- Subscription for £99 or £200, with bespoke vitamins for 3 months from £300, with health monitoring and health advice from £500.
- Access to a personal dashboard or the bioniq app to monitor progress
- Home visit from a qualified nurse for blood testing - £50 one-off payment.
- Consultation with dietician (£250)

Claims

- Health monitoring and advice algorithm based on 30,000 blood results.
- Conducted 24 small-scale clinical studies to validate their approach since 2012.

Dnafit

Active 2013-, was in 2018 acquired by Prenetics, a Hong Kong based DNA testing company backed by Alibaba.

Science/Data used

(Business model C)
DNA test

Services/Products

- DNA test and analysis with multiple reports on health/disease risks including cancer, diet/nutrition, sport/fitness, stress and ancestry.

- Three levels of DNA tests: “Diet Fit” (£111.75), “Health Fit” (£149.25), and “Circle Premium” (most extensive version on the market, for £374.25).
- Free nutritionist support, training for using meal planning app live chat.

Claims

- Have sold 100,00 tests by 2018.
- Analysis compatible with 23andMe data.
- Most extensive DNA test on the market.
- 99.9% technical accuracy, externally verified
- ISO 27001 data security, data not sold or shared

GetNourished (Remedyhealth)

Active: May 2019- venture funding round 1, undisclosed.

Science/Data used

(Business model D based on A)

- Questionnaire-based personalisation of vitamins/ micronutrients.
- 2-minute consultation questionnaire and proprietary algorithm will recommend 7 nutrients.
- No disclosure of science.

Services/Products

3D printed gummy vitamin “stacks” (cookies).

Claims

Data stored on “our secure systems” and customers can request a data update, a copy of their information, and that their account or data held by Remedy Health is deleted permanently, in line with the 2018 General Data Protection Regulation

Everlywellness

Also known as Vive wellness, Active: 2019-

Science/Data used

(Business model D based on A)

- In-house nutritionists select supplements that “are effective”.
- Online questionnaire, focus on themes, such as digestion, skin, hair & nails, immunity etc.

Services/Products

- Packaged vitamins/supplements from Cultech and Eurocaps (soft gel manufacturer), leading manufacturers in the supplement industry.
- Products only include what “your body can absorb safely, and are free from unnecessary bulking agents, fillers, colours and preservatives”.

Claims

Vitamin manufacturer Cultech and Eurocaps are GMP (Good Manufacturing Practice) certified, and MHRA the (Medicines and Healthcare products Regulatory Agency) accredited.

Fitness Genes

Active: 2013-, series A funding 2017: \$6.6M

Science/Data used

(Business model C)
DNA test report on 42 genes.

Services/Products

- DNA analysis report on genes impacting on appetite, eating behaviour, oxygen levels when exercising, fat burning, sleep cycle, nutrient metabolism, muscle strength, insulin function, post-workout recovery, muscle fibre composition, among others.
- Nutrition guide.
- Workout plans.

Claims

- DNA reports created by using proprietary TrueTrait™ algorithm.
- Certifications for: ISO 9001 for business processes, ISO 17025 for laboratory testing and calibration services, compliance with Good Laboratory Practice (GLP), Good Clinical Practice (GCP) and current Good Manufacturing Practice (cGMP) for pharmaceutical studies and accreditation to ISO 17043 for the operation and management of proficiency testing schemes.
- Safe storage of DNA samples.
- GDPR compliant.
- No data sharing with third parties.

GP Nutrition

Active 2016-, founder Gabriela Peacock, nutritionist, declared £2 million revenue in 2019. Products stocked at Harrods, and Browns & Rocco Forte Hotels, and online sales.

Science/Data used

(Business model D based on A)
Nutritionist advice

Services/Products

Nutrient blends and vitamin mixes

Claims

Selling to aristocracy and stars.

Karmacist

UK, pre-seed funded £700,000; Active: 2021-

Science/Data used

(Supplements only)

Call themselves a nutrigenomics company, but offer no tests, no questionnaires

Services/Products

- Pre-assembled supplement mixtures to enhance immunity, mood, energy, relaxation.
- Monthly subscription model for re-fill packs.

Claims

- Supplements made in the UK, no animal products, no allergens.
- Supported by US based nutritional psychologist Dr Uma Naidoo, (Harvard General Hospital) and Prof Vittorio Sebastiano, epigenetics researcher at Stanford School of Medicine, US.

Lumen

US, launched in 2020 in the UK

Science/Data used

(Business model B)

CO2 analysis with a breath analysis device for metabolic status and app for data readout.

Services/Products

- Personalised meal recommendations.
- Real-time metabolic insights.
- Tailored eating plans.
- Six-month track from £249.
- CO2 measurement device.

Claims

- Natural weight loss.
- Improved overall health.
- Boosted energy.

NGX

UK, raised over £800,000 via crowd funding platform Crowdcube. Active: 2017-

Science/Data used

(Business model D based on C)

DNA test of 14 genes (£99).

Services/Products

- DNA test analysis.
- Pre-prepared meal shake powder sachets according to DNA test result. Two weeks Starter pack (£129.99).
- 15 minute consultation with nutritionist.

Claims

- Ingredients naturally sourced, vegan-friendly containing no artificial sweeteners, flavours or colours. They are also free from soy, lactose, gluten and genetically modified organisms (GMO).
- Products help to improve mental motivation and drive, with weight loss, and increase athletic performance.
- DNA sample is securely destroyed after obtaining results.

Personalised Co.

Raised £492,800 via equity crowd funding platform Crowdcube; Active: 2018-

Science/Data used

(Business model D based on A)

Provide rating of scientific evidence on their products. Product design based on science. Online questionnaire.

Services/Products

- Personalised vitamins monthly supplies.
- Collagen/hyaluronic acid Biotin A/B vitamin formulation for hair growth; monthly plan £25, 3-month plan £57.
- Free consultation with nutritionist.

Claims

- Personalisation based on algorithm.
- Formulations based on in-house nutritionists.
- Over thousand subscribers.

Vitamin Buddy

no disclosed funding; Active 2016-

Science/Data used

(Business model D based on A)

Questionnaire

Services/Products

- Personalisation of monthly vitamin packages based on questionnaire results.
- Single vitamins.

Claims

Vegan-friendly, gluten-free, pharmaceutical grade and made in the UK.

Vitl

£6.2 million funding, partially by equity crowd funding; Active: 2015-

Science/Data used

(Business model D based on A, B and C)

- DNA test with over 40 reports (£119).
- Blood test for vitamin and cholesterol levels (£49.99).
- Questionnaire

Services/Products

- Personalised advice by nutritionist based on blood and DNA tests.
- Personalised monthly vitamin packs.
- Single general multivitamins for men and women.

Claims

No specific claims beyond offering.