



## **Personalised Nutrition Initiative**

### **Personalised Nutrition Initiative Details**

Name or title of the initiative\*

Main company or institution responsible\*

### **Contact Details**

First Name\*

Last Name\*

Phone\*

Email\*

### **What other companies or institutions are involved in the research (if any)? \***

*Text – maximum 100-words*

### **Does the project or study have direct activity in Europe? \***

*Yes or No*

### **What other regions is there activity in? \***

*Tick boxes (multiple options) - Russia, Middle-East, Africa, Asia-Pacific, North America, South America, Asia*

### **How long has the project or initiative been in progress? \***

Please specify the length of time in years or months.

*Text*

### **Provide a short overview of the project or initiative, stating the main goals and how personalised nutrition has been used in the project.**

*Text – maximum 250-words*

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

*Text – maximum 250-words*

### **How does your initiative or project 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.

*Text – maximum 250-words*

### **Provide an overview of how your initiative provides a truly personalised approach to nutrition. \***

Please use non-technical language and keep answers brief, you may provide more detail and references in the next questions.

*Text – maximum 250-words*

*\*denotes a mandatory question*



**Is there peer reviewed primary research and/or clinical trials in humans to back the principles of this project:**  
*Yes or No*

**Please provide a short overview of the main details and evidence that backs up this personalised nutrition initiative.**

You may supply up to three documents of peer reviewed primary research.  
*Text – maximum 400-words*

**Peer reviewed primary research upload 1**  
*Upload a document*

**Peer reviewed primary research upload 2**  
*Upload a document*

**Peer reviewed primary research upload 3**  
*Upload a document*

**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.  
*Text – maximum 300-words*