



Personalized Nutrition Initiative

Personalised Nutrition Initiative Details

Name or title of the initiative*

Main company or institution responsible*

Contact Details

First Name*

Last Name*

Email*

Phone*

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 the United States? *

Yes or No

What other regions is there activity in? *

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

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

Years and Months – numerical answer only

Provide a short overview of the project or initiative, stating the main goals and how personalized 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 personalized 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

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 personalized 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