




# Oversight of the Personalised nutrition products & services

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Founder of Qina



Quisper **Qina**

A woman with dark, wavy hair, wearing a white blouse, is looking back over her shoulder. She is holding a tablet computer. The background is a modern interior with a large window and a bookshelf. The entire image has a semi-transparent purple overlay.

Be not the first by which the new is tried-  
nor the last to lay the old aside

– Alexander Pope

# In pursuit of health

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**50%**

of EU residents sought health-related information in 2017

**30% vs 55%**

of 65-74 year olds 25-64 year olds accessed internet

**40% vs 60%**

of people living in EU live in households of lowest vs income vs highest quintile accessed health info

**200**

new apps added to stores per day (Lovett, 2019)



# Personalised nutrition innovations



Foods and products



Recipes, taste and meal plans



Foods and mood



Genetics & Blood



Chrononutrition



Nutritional supplements



Physical activity



Disease management



Gut microbiome



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# Expert quote

I think companies offering personalized dietary advice are probably running ahead of the evidence

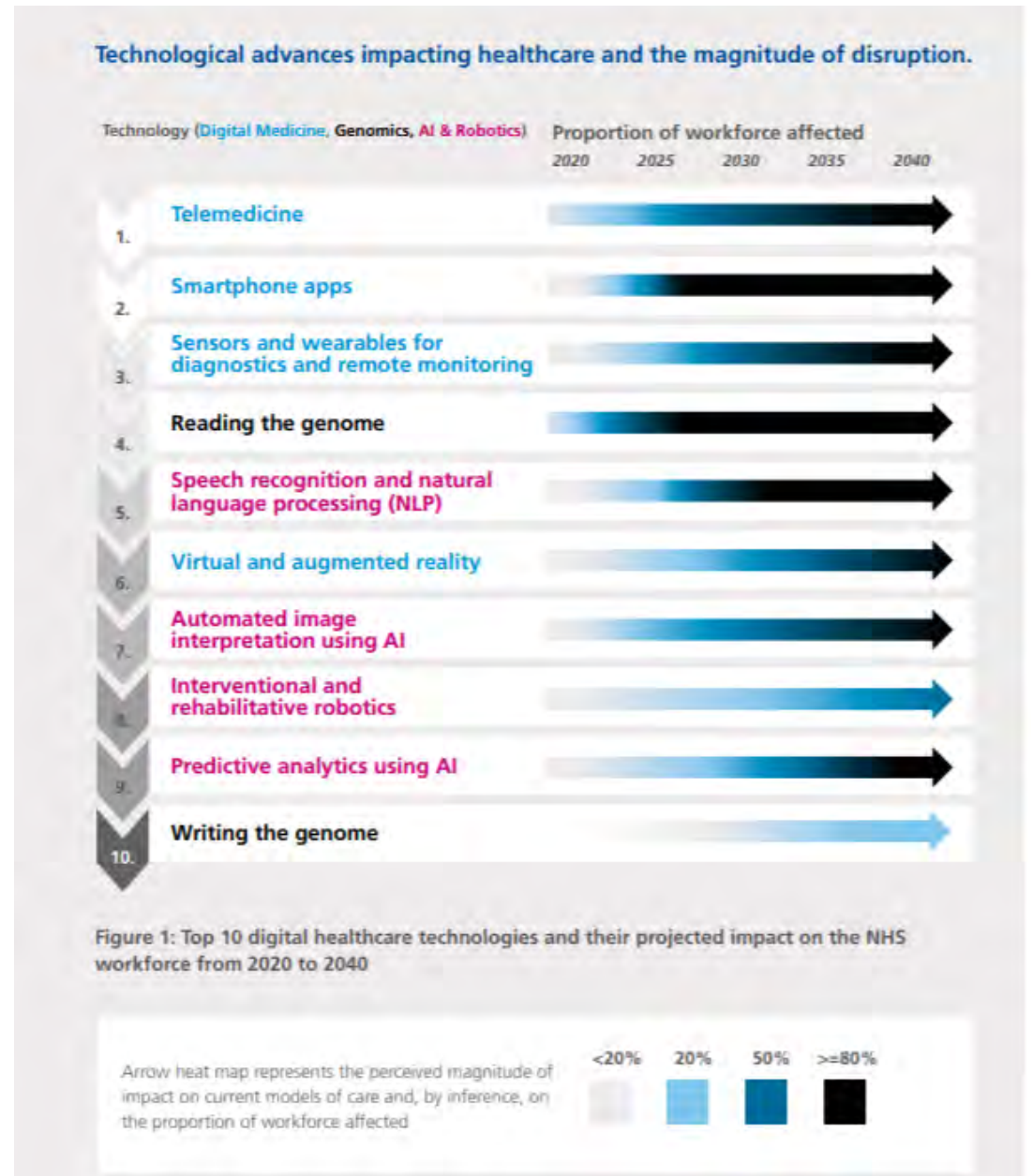
– New York Times 2016

# Academy of Nutrition and Dietetics (2014)

The practical application of nutritional genomics for complex chronic disease is an emerging science and the use of nutrigenetic testing to provide dietary advice is not ready for routine dietetics practice.

# Impact of new technologies on workforce

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Source: The Topol review 2019



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# What we know and can agree on

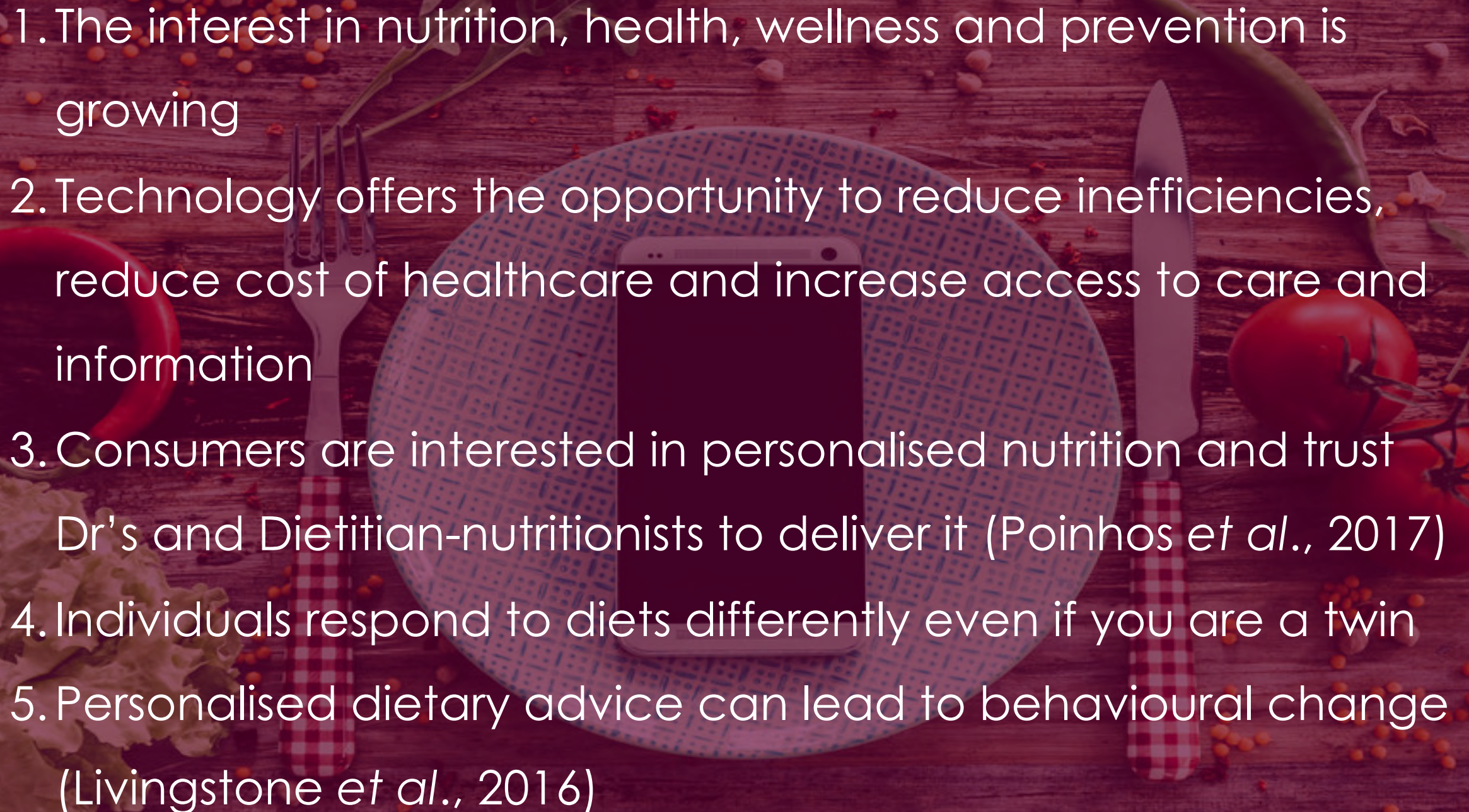
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1. The interest in nutrition, health, wellness and prevention is growing
  2. Technology offers the opportunity to reduce inefficiencies, reduce cost of healthcare and increase access to care and information
  3. Consumers are interested in personalised nutrition and trust Dr's and Dietitian-nutritionists to deliver it (Poinhos *et al.*, 2017)
  4. Individuals respond to diets differently even if you are a twin
  5. Personalised dietary advice can lead to behavioural change (Livingstone *et al.*, 2016)

The field of nutrigenetics is still in its early days, and a great deal more is to be learned, but experts agree: Though evidence will continue to evolve over the next decade, we have enough good evidence to make it useful now –

CNN 2019

A pair of hands with blue nail polish is shown holding a bowl of fresh blueberries. The background is a soft, out-of-focus purple and blue gradient. The text is overlaid on this image in a white, sans-serif font.

We, however, state that the primary goal of nutrigenetics in the context of this paper is not to predict risk but to develop genotype-based (one or more gene) dietary advice supplementing the standard guidelines for everyday use in the framework of a health-promoting nutrition.

# What are consumers using PN products and services for?

Shopping

Finding  
food/products

Manage  
conditions

Find accurate  
information

Find relevant  
supplements

Track progress





**1. Regulation**

**2. Policy**

**3. Healthcare professionals**

**Wellness/lifestyle**

**Health promotion**

**Medical nutrition**

# GDPR



**Informed consent**



V I O M E

**Data sharing**

A top-down view of a person's hands holding a smartphone over a table of food. The phone's screen displays a close-up of a salad. The word "Validation" is written in white, bold, sans-serif font across the center of the phone's screen. The background is a blurred table with various dishes, including a bowl of colorful vegetables and a plate of red items. The entire image has a reddish-pink tint.

**Validation**

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# Data governance

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# Policy

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**Time to up your  
parent lie game with  
Kraft Salad “Frosting”**

**#LieLikeAParent**



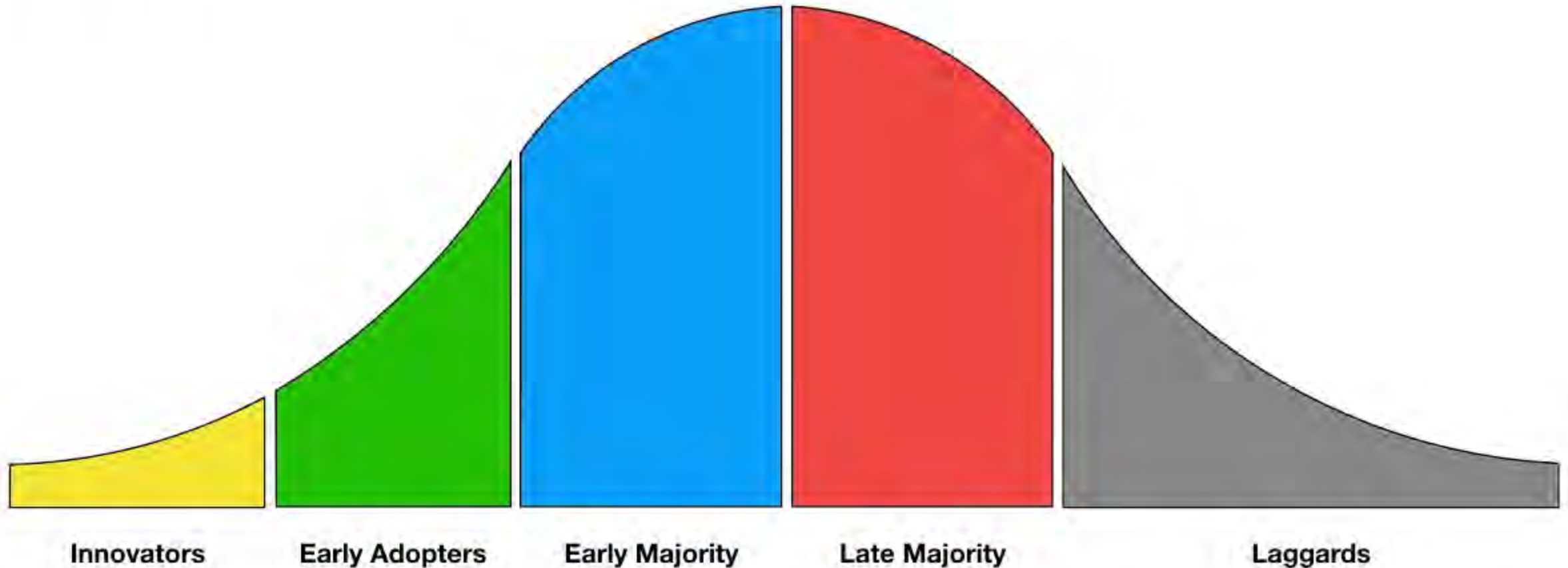
A woman with voluminous curly hair, wearing a dark blazer over a light-colored collared shirt, is smiling and pointing her right index finger towards the text. The background is a solid, muted purple color.

# Healthcare professionals

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# Technology Adoption Life Cycle

Early Market



► Like New Things — Big Pain Points ◄

# Diffusion of innovation



Trust



Trial



Importance



Benefit



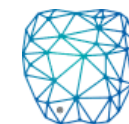
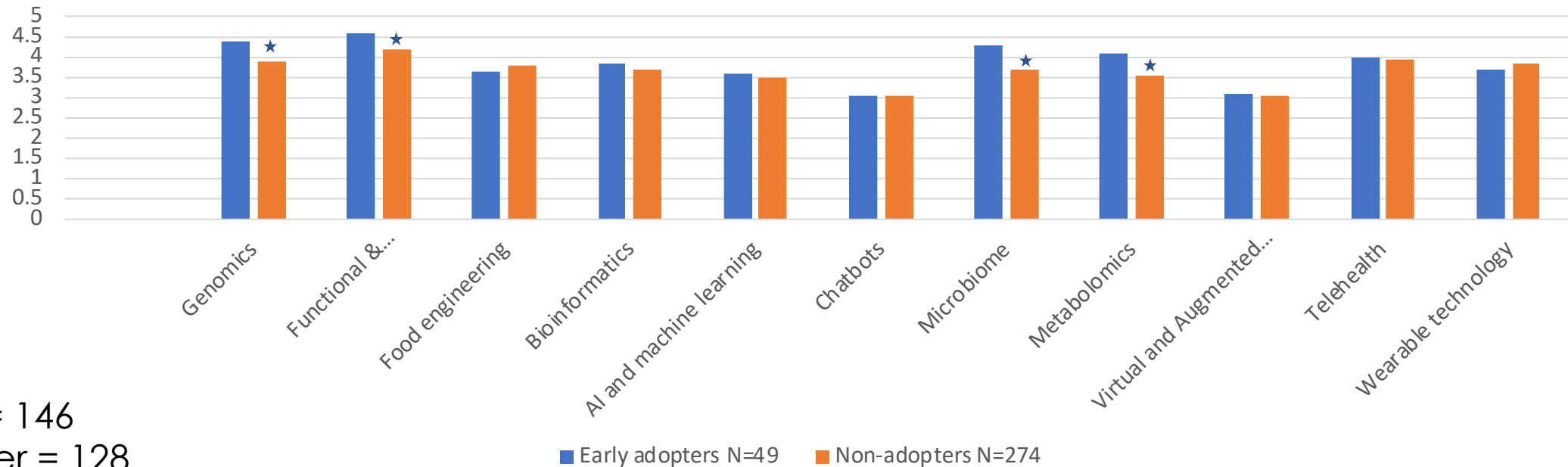
Fit



Demand for  
change

# How important is the following to dietetic practice?

Importance of technology mean scores  
Early adopters vs non-adopters





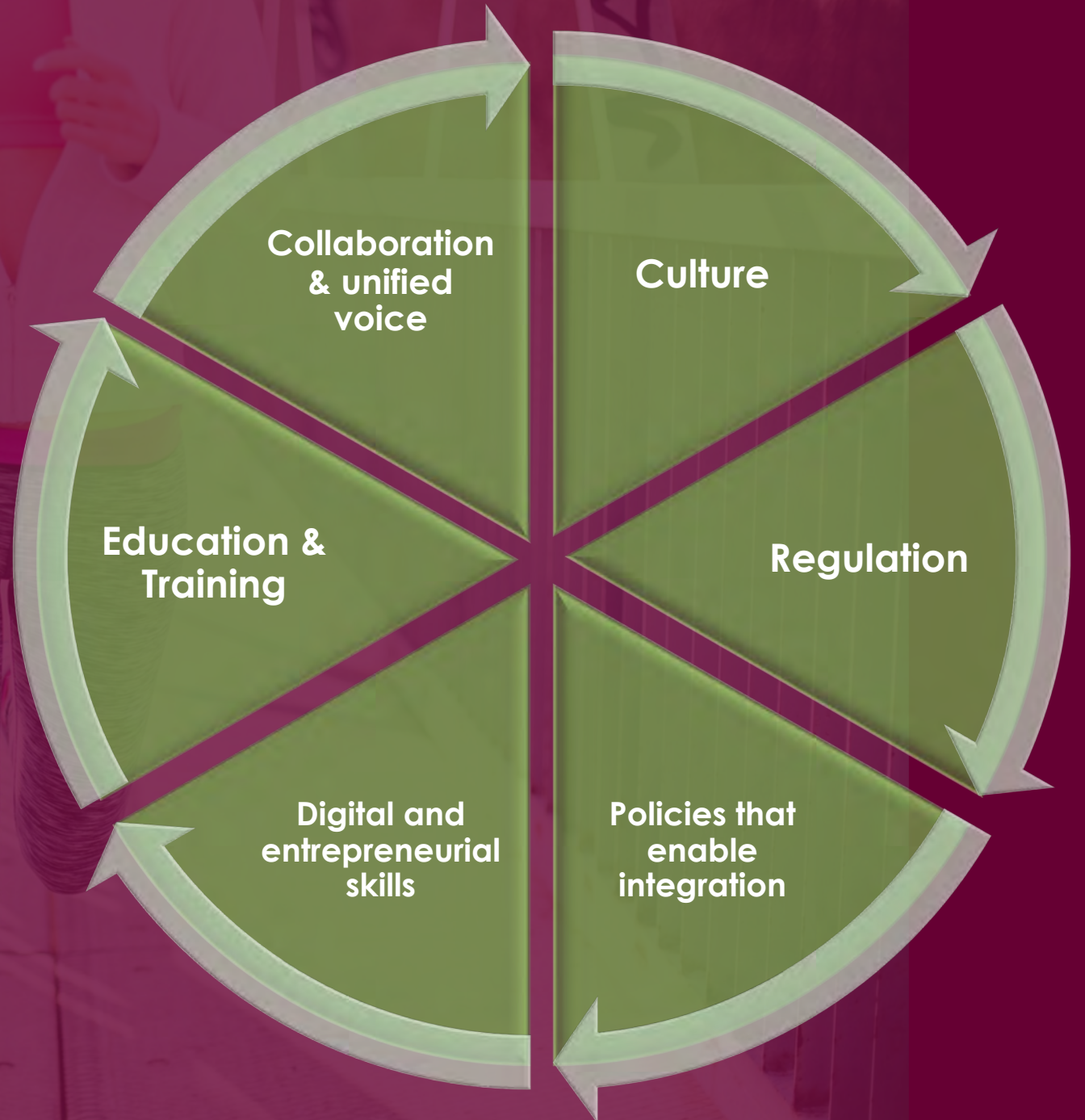


**Knowledge – Attitude – Practice gap**

With great change comes  
great ~~responsibility~~ *uncertainty*

Inspired by Star Wars

# What is needed to improve oversight?



1. The Topols review 2019
2. Brown et al 2019 <https://www.ncbi.nlm.nih.gov/pubmed/30735794>
3. WHO recommendations 2019

# PhD supervisors

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