

Regulatory considerations for Personalised Nutrition

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Welcome – today's presenters



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Introducing Membership

- Membership community
- Features
- Benefits



We are proud to operate a membership programme representing a true cross-section of the global food and beverage industry

- ✓ Manufacturers
- ✓ Retailers
- ✓ Ingredient companies

- ✓ Government bodies
- ✓ Industry associations



150+
territories covered

More than
4000?
helpline queries answered annually

1000+
member locations globally

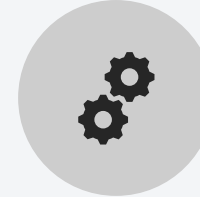
Agenda



Defining Personalised Nutrition (PN)



Where is Personalised Nutrition gaining most traction?



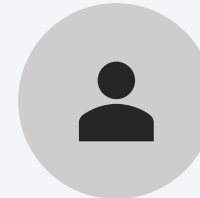
How can FMCG leverage into PN?



Regulatory considerations for EU



Regulatory considerations for US



How are consumers responding to PN?



Latest developments in Personalised Nutrition

Clarifying what we mean by Personalised Nutrition

FSA Report 2023:

“Personalised nutrition (PN) is individualised dietary advice based on dietary habits, lifestyle, health status, phenotype [an individual’s observable traits or characteristics and the influence of environmental factors] and genotype [the complete set of genetic material of the individual], and focuses on health promotion.” (Rankin *et al.*, 2018).

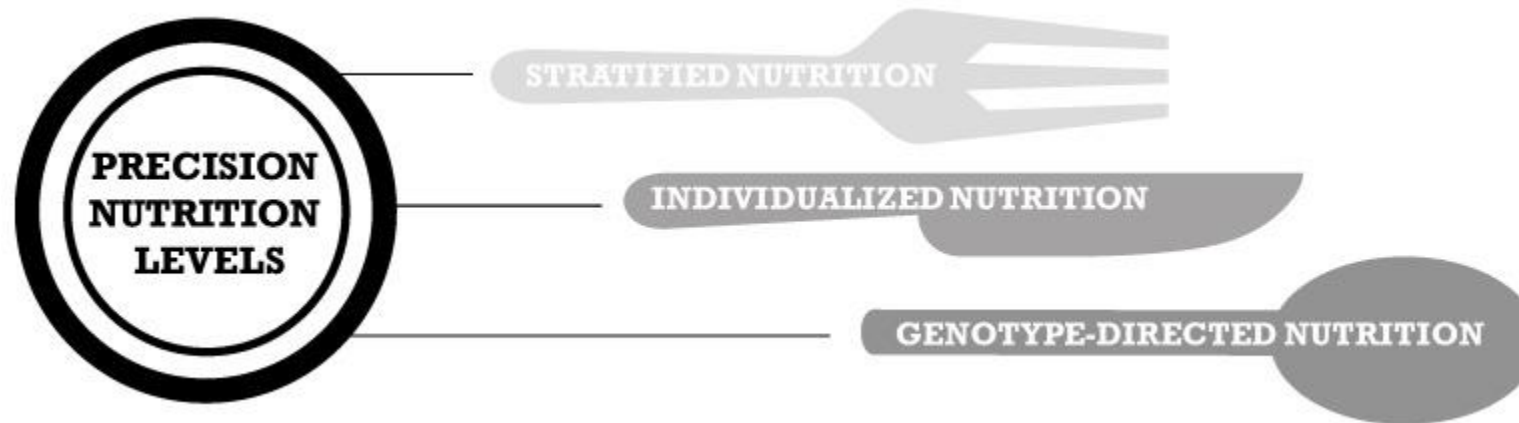
ISNN Definition:

“The development of nutritional recommendations and interventions that are tailored to an individual’s genetic, metabolic, phenotypic, and/or psychosocial characteristics, with the aim of improving health and preventing or treating disease.”



Stratified Personalised Nutrition Approach

- ✓ Macro level population group
- ✓ Age, gender, other social determinants
- ✓ Large scale implementation of commercial opportunities



(de Toro-Martín *et al.*, 2017)

Where is Personalised Nutrition moving fastest?



USA

ISRAEL

AUSTRALIA

UNITED KINGDOM

CANADA

How can FMCG play in the field of Personalised Nutrition?

Customised product offering

Targeting consumer's specific needs

Data collection

Consumer preference

Dietary habits



Regulatory considerations

Regulatory considerations for EU

Novel Food Regulation (EU 2015/2283)

Nutrition and Health Claims Regulation (EU 1924/2006)

General Food Law Regulation (EC 178/2002)

GDPR (EU 2016/679)

Medical Devices Regulations (EU 2017/745)



Regulatory considerations for US

Dietary Supplement Health and Education Act of 1994
(DSHEA)

Functional foods

Health Insurance Portability and Accountability Act of 1996
(HIPAA)

Medical foods

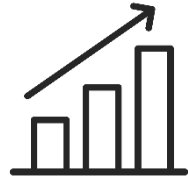


How are consumers responding to Personalised Nutrition?



\$43.40bn

global market
value



14.3%

CAGR 2023-
2030



66%

had heard of PN &
would test it



21.8%

used PN
service



65%

Willing to follow the
advice and drive
change



£62.10

(\$84.91)
the average
willingness to pay
per year to use a
PN service

Sources: Grand View Research 2021; Reinders et al., 2020; Stewart-Knox et al., 2008; Szakály et al., 2021

What are the latest developments in PN at the moment?

Healthy Cell x Panaceutics



ZOE x Kings College, London



Nestlé Health Science x GenScript



Neutrogena x Nourished



Key take aways



Business challenges

- Short term offerings
- Focus on supplementation products



Regulatory challenges

- Fragmented landscape
- Responsibility of producers to identify regulations aligned to product offering



Opportunities

- Consumers interested
- Potential to impact health on a wider scale

Personalized nutrition, or PN, has been slowly evolving for over two decades, with promising results in clinical settings. However, the science behind PN and related software technologies still need significant improvements to be commercially viable for consumers

Questions

Thank you

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