

## Industry Perspectives on Personalized Nutrition - Challenges & Opportunities From Research to Application

### Biography



**Dr. Femke Hannes** is Regional Lead for Nutrition, Science and Advocacy at DSM Nutritional Products for the Asia Pacific Region. Clinical research and diagnostics have been an area of focus for her for many years. Currently, she is responsible for communicating scientific evidence of different health benefits and building a strong network of key influencers in the scientific, medical and clinical research communities. Through collaboration with different partners, Dr. Hannes seeks to drive science and innovation in the Asia Pacific region. She has been invited to present at several international symposiums and has co-authored several scientific publications. Dr.

Hannes holds a Ph.D. in Biomedical Sciences focusing on Human Health.

### Abstract

More than 500 million people around the world have been diagnosed with chronic diseases that are largely preventable by modifications to diet and lifestyle. Despite this known link, interventions to alter dietary and lifestyle behaviors have had limited impact on improving public health so far. According to the World Health Organization, chronic disease prevalence is expected to rise by 60% by the year 2020. This growth will lead to crippling healthcare costs for individuals and whole economies. Solutions are urgently needed to curb this epidemic.

In clinical research, it is now well established that every individual has a unique response to changes in their environment (diets, lifestyle factors, medication, etc). Nutrition is no longer “just how to fuel the engine” but rather exerts a much more complex physiological interaction. Similarly, rapid advances in technology have enabled the translation of complex data related to lifestyle habits, physiology, genetics and the gut microbiome into dietary advice and nutritional solutions specific to the needs of each individual, all with the purpose of maintaining health and preventing disease. These advancements have been instrumental in fuelling the interest and progress made in personalized nutrition so far. This approach has been shown to foster more effective behavior change for transitioning to a healthier lifestyle which eventually will result in people living longer, healthier lives. Personalized nutrition also holds great potential for market success. However, risks need to be managed, including data privacy, creation of a truthful and science-based value proposition, and understanding the consumer appeal. On the other hand, with the development of a sustainable business case, personalized nutrition has great potential for improvement of both individual and public health. This presentation will outlay the consumer insights and trends towards personalized nutrition, consider the evidence, and outlay the potential opportunities.

Organizer



Co-Organizer



Collaborator

