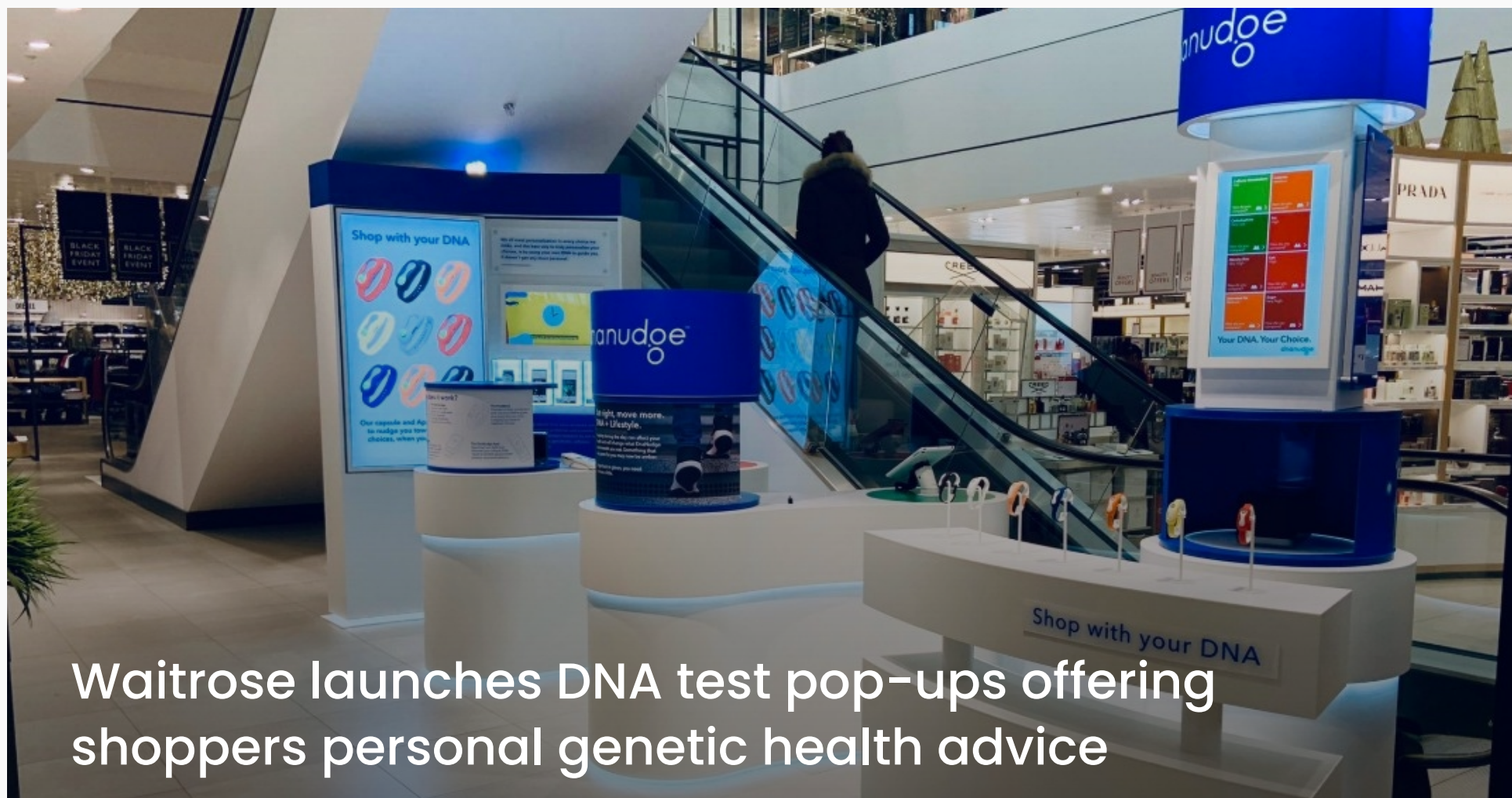


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Waitrose launches DNA test pop-ups offering shoppers personal genetic health advice



John Lewis and Waitrose are offering shoppers DNA tests in two London stores which will enable users to determine which foods are genetically suited to them.

DnaNudge pop-ups launched in John Lewis' White City store and Waitrose Canary Wharf store on Monday where experts will offer customer genetic profile tests for three months initially.



DnaNudge
@dnanudge



Our new pop-up at @jlandpartners White City early this morning, getting ready for the first customers of the day. Come and explore DnaNudge in-store [#ShopWithYourDNA](#) [#EatRightMoveMore](#) [#health](#) [#nutrition](#)





3:07 PM · Dec 2, 2019



6



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Using DnaNudge's patented NudgeBox technology shoppers can use a cheek swab to provide them with an instant personalised genetic report.

Once they have their genetic profile, they can use the DnaNudge app or DnaBand to scan more than 500,000 food items to determine if they are healthy for their unique physiology.

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While the smartphone app will provide recommendations for more suitable alternatives, its DnaBand wristband will provide users with an instant red or green light to signify if a food is suitable.

For £120 customers can purchase the Nutrition Package, including a DNA test, DnaBand and lifetime subscription to its app.

"Retailers have an important role to play in helping shoppers who want to be healthier, so we are pleased to be teaming up with DnaNudge to offer this new technology that enables customers to make more informed choices based on the dietary aspect of their DNA," Waitrose nutrition and health manager Moira Howie said.



A short animated introduction to DnaNudge



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DnaNudge's chief executive and professor of engineering Chris Toumazou added: "We're excited to be working in partnership with Waitrose and John Lewis to deliver our world-first DnaNudge service to customers in these iconic stores.

"Following the successful launch of our own flagship store in Covent Garden earlier this month, these new pop-ups bring our 'Shop with your DNA' technology and 'Eat right, move more' message for healthier food choices direct to Waitrose and John Lewis shoppers.

“We’re all incredibly excited about the future opportunities for customers as we extend our DNA-personalised services into other areas over the coming months.”

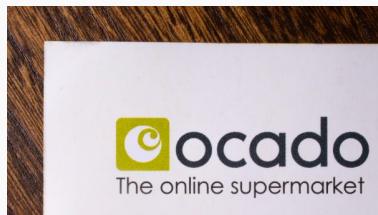


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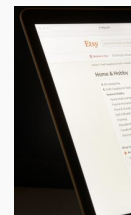
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Vibha Patel



December 27, 2019 11:04 pm



Brilliant! Any possibility of opening up the US market? Love to be part of the team if & when the decision of coming to the US. I'm sure it's a process of working with FDA to implement this concept is going to be a process. Look forward to your response back! Happy Holiday's
-Vibha

Reply



Mary burgess

February 15, 2021 9:55 am

Would like to purchase a DNA bracelet and want to know how to get the one mentioned in the article.

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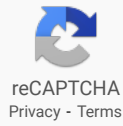
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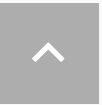
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