

Nutrigenomix opens new office in London and expands genetic testing service for personalized nutrition across Europe

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Nutrigenomix Inc., a global leader in genetic testing for personalized nutrition, announces the opening of their first European office in the UK. The office is situated near Tech City in East London.

“Our vision at Nutrigenomix has always included global expansion so that we can make the highest quality genetic test offering available to people around the world”, said Paul Sherman, Chief Financial Officer. “With the opening of a new office in London, we are making a strategic investment in our business to provide more direct access for nutritionists and other [healthcare practitioners](#) seeking DNA-based dietary recommendations for their clients. Genetic testing for personalized nutrition represents a powerful tool for nutrition professionals to use in their practice.”



The new office in London represents the fourth office outside of Canada, alongside offices in Australia, Brazil and the United States. With growing demand for DNA testing across Europe, current and future practitioners in the UK and surrounding countries will now have more direct access to laboratory results and other client services.

The opening of the London office coincides with the Personalised Nutrition Summit Europe, being held in London, December 5-6. One of the featured speakers is Dr. Ahmed El-Sohehy, who is the Founder and Chief Scientific Officer of Nutrigenomix, and one of the leading scientists in the field of nutrigenomics and nutrigenetics. Dr. El-Sohehy will be presenting his latest research from the University of Toronto, on the benefits of genetic testing for nutrition and health, as well as [sports performance](#). “The science of nutrigenomics has grown rapidly in the past few years. We now have solid scientific evidence that has enabled us to develop personalized nutrition recommendations, based on a person’s genetic profile. DNA-based health recommendations have been shown to be more effective and increase the likelihood that individuals will make health-promoting [lifestyle changes](#) compared to those who receive general population-based advice.”

While there are already hundreds of practitioners across the UK who are authorized providers of Nutrigenomix testing, the new office in London will make it easier and faster for practitioners to order supplies and send in their clients’ samples. “I’m really excited to know that I can now process my clients’ samples directly with Nutrigenomix in London,” said Rachel Clarkson, a registered dietitian who uses Nutrigenomix in her practice on Harley Street. “I’ve had great

success with my clients, and having an office in London will be extremely convenient and help me better service my clients and practice.”

Being the only nutrigenetics testing company worldwide that was established at a major university, the University of Toronto, Nutrigenomix is regarded as one of the most trusted sources of genetic information for personalized nutrition. With its new office in London, the company will now be able to better support the growth of the European market, where demand for high-quality genetic testing for personalized nutrition continues to grow.

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ABOUT NUTRIGENOMIX

Nutrigenomix Inc. was founded in 2011 as a University of Toronto start-up biotechnology company that is dedicated to empowering healthcare professionals and their clients with comprehensive genomic information, with the ultimate goal of improving health and performance through precision nutrition. The company has a network of over 8,000 healthcare practitioners in 35 countries plus exclusive distributors in 10 other countries. The personalized nutrition reports are available in 8 languages and the current 45-gene test panel is available for health, sport and fertility. For more information visit Nutrigenomix.com or email info@nutrigenomix.com.

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