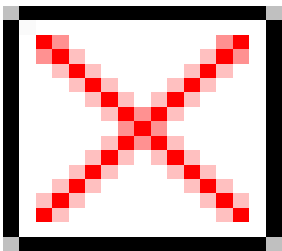




GeneSupport, Qua Nutrition jointly launch nutrigenomics counseling centre in Bangalore

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Bureau Report



Pune-based GeneOmbio Technologies, a leader in genomics research along with Resilient Cosmeceutical, Pune has introduced nutrigenomics in India through its brand GeneSupport. Expanding its horizons GeneSupport has launched its first comprehensive nutrigenomics counseling centre, in association with Qua Nutrition Clinic in November.

GeneSupport along with Qua Nutrition Clinic aims to build an awareness of nutrigenomics as a method of predictive and personalized medicine to direct the users from younger age group of the impact and repercussions of life style changes. GeneSupport comes with a range of tests catered to users' personalized needs through studying their genetic profiles in which dietitians and nutritionists play an important role and also forms an integral part of this technique.

Elaborating on the association with Qua Nutrition, Dr Amol Raut, Head, Lab and R&D Operations, GeneOmbio Technologies said, "GeneSupport has been providing its Nutrigenomic services and counseling recommendations to several individuals since a year. Counseling being an important aspect of nutria-genomics analysis; we felt the need for a set up in Bangalore, in association with Qua Nutrition. The association was ideal, due to the sheer understanding and expertises of the importance of counseling as well as understanding nutrition, which will be a value, add for the people in the Southern region."

Dr Raut further said, "Every person is unique and carries with them a huge quantity of data in the form of genetic information which also consists of insights about their lifestyle and health. Keeping this in mind, the need and purpose to launch a counseling centre is solely because of the increase in lifestyle disorders and the importance of spreading awareness of genes and their correlation with daily nutrition."

Speaking on this initiative, Ryan Fernando, Co-founder, Qua Nutrition said, "There has been an over whelming response towards the concept of understanding nutri-genomics approach being offered by Genesupport. It made logical sense to extend the facility offering a dedicated counseling centre for

our audience offering various panels' and extending our offering beyond nutrition, diet and lifestyle needs. This is a reason we are setting up a counseling centre in association with GeneSupport where we will be stepping up our services in nutria-genomics and personalized diet counseling."

"Qua Nutrition Clinic believes on the same lines of Gene Support; about bringing about a change in lifestyle by modifying diet of an individual as per his capacity and need for nutrition," Ryan Fernando added.