



Personal Nutrition: Lessons Learned

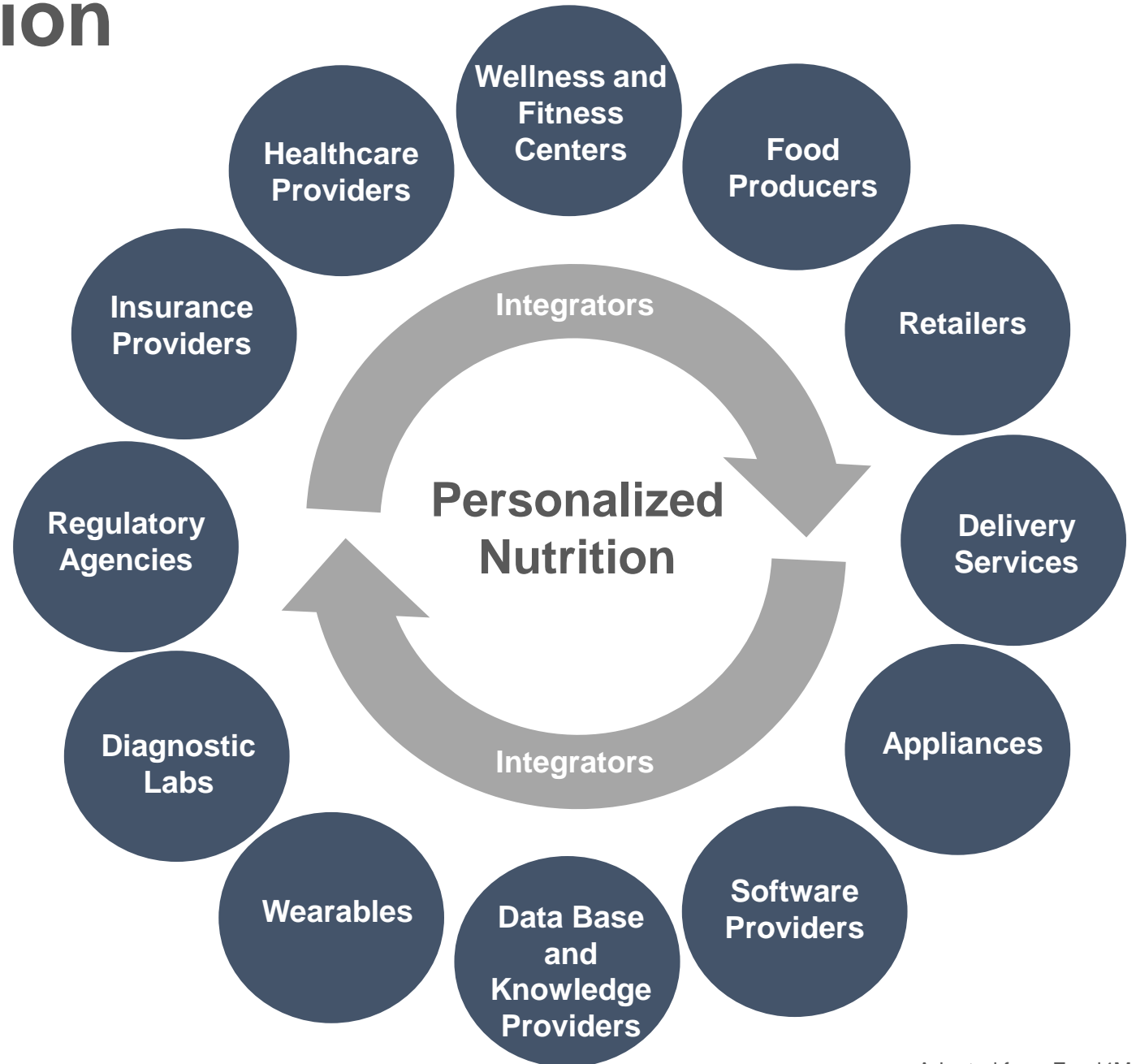
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Challenges and Opportunities for Precision and Personalized Nutrition
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Disclosures

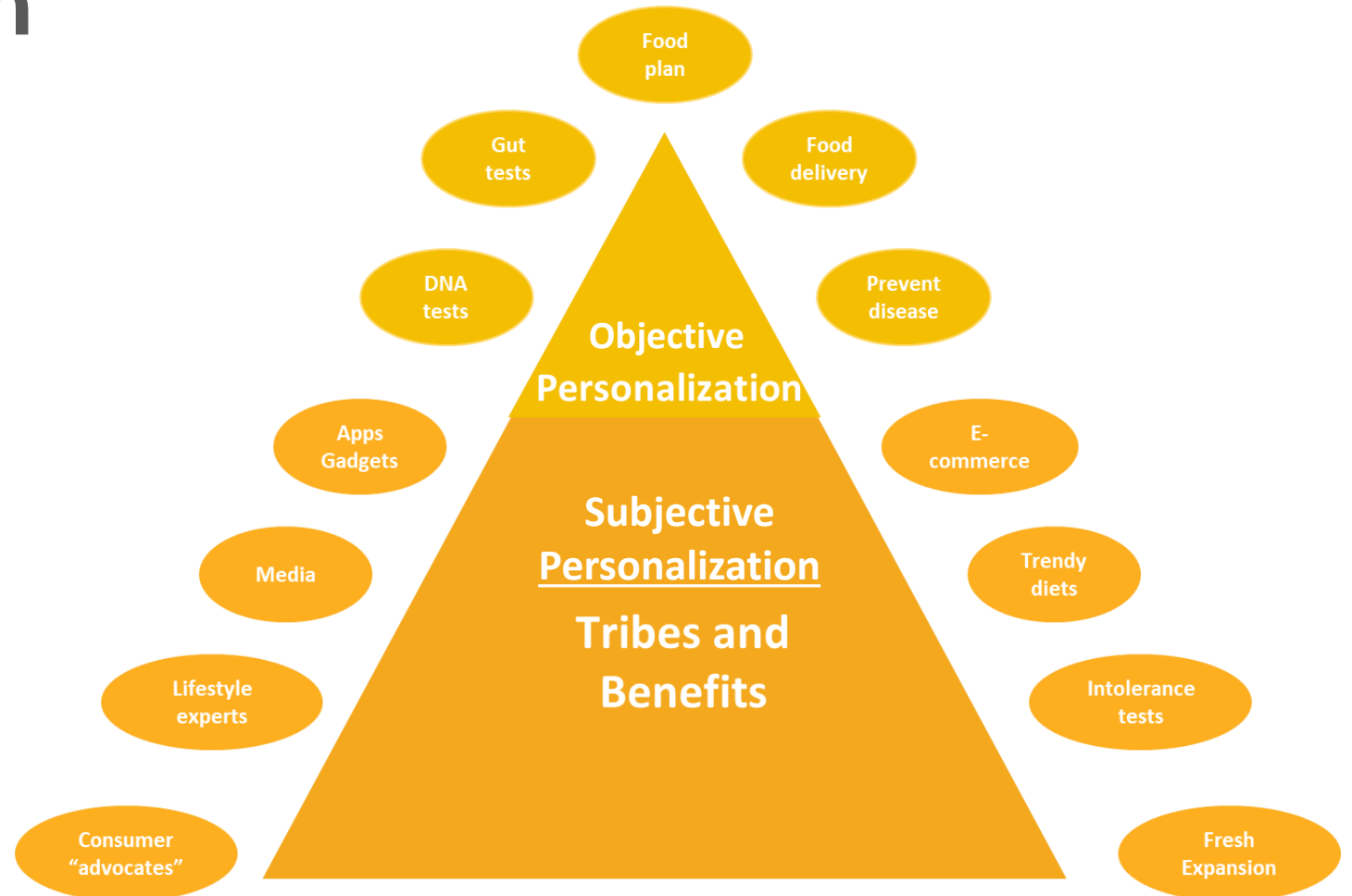
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Personalized nutrition ecosystem



People are seeking personalized approaches to health

- There are widely different views of what health means
- Many consumers are seeking self-affirming information or groups that align to their beliefs.
- Smaller proportion of consumers are seeking objective, data driven personalization.
- Consumer expectations are often ahead of scientific support



Consumer expectations are broad and inconsistent

What foods are causing my joint pain?

My DNA will tell me that I am destined to be overweight-see its not my fault!

What lunch can I eat so that I am not so stressed out in the afternoon?

My Dad just had a heart attack and I'm built just like him.

How should I eat so I am like the Energizer Bunny?

I keep hearing about digestive health, and I think I need some.



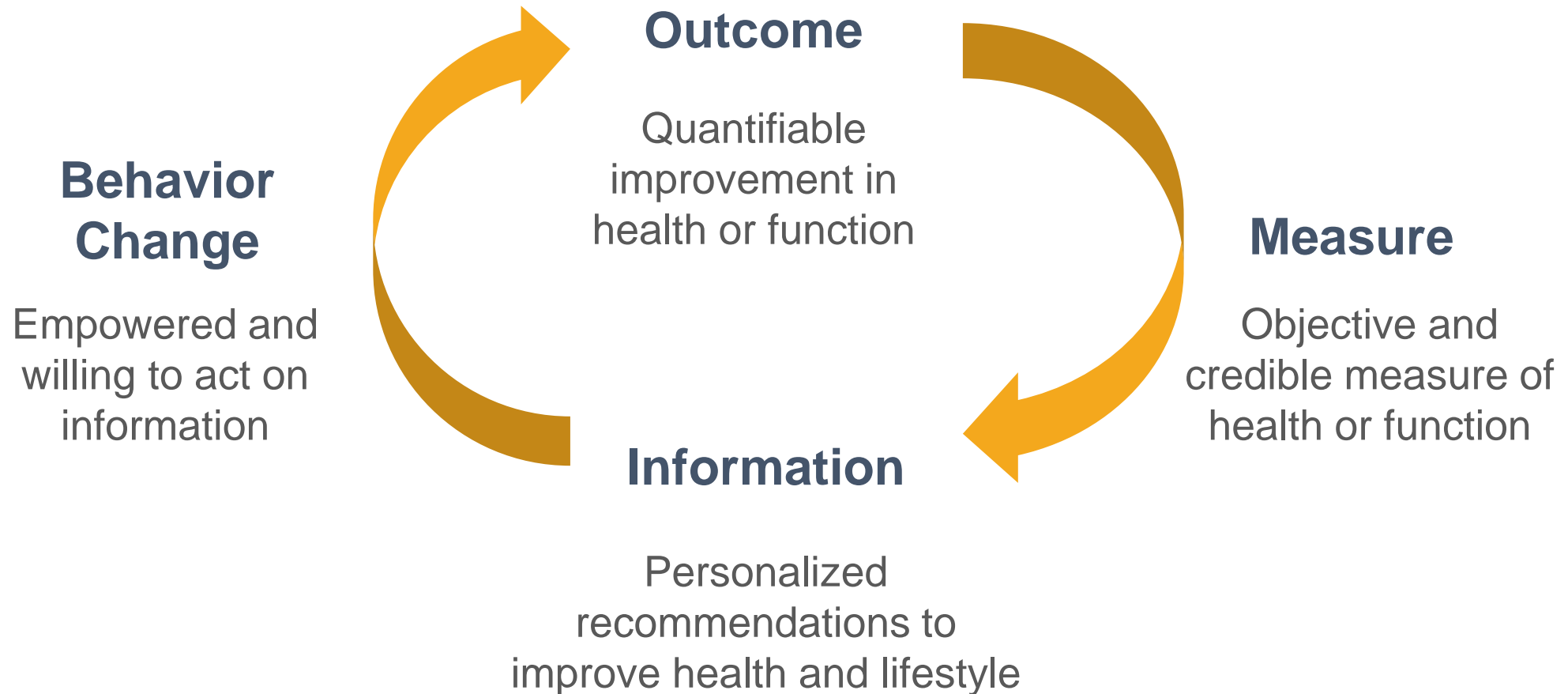
Ideal personalized nutrition consumer

- Highly motivated and goal oriented
- Digitally savvy data trackers who are seeking objective advice based on personalized data
- Willing and able to follow prescriptive lifestyle advice
- Prepared to manage and act on information
- Higher education, high SES

Wealthy + Healthy

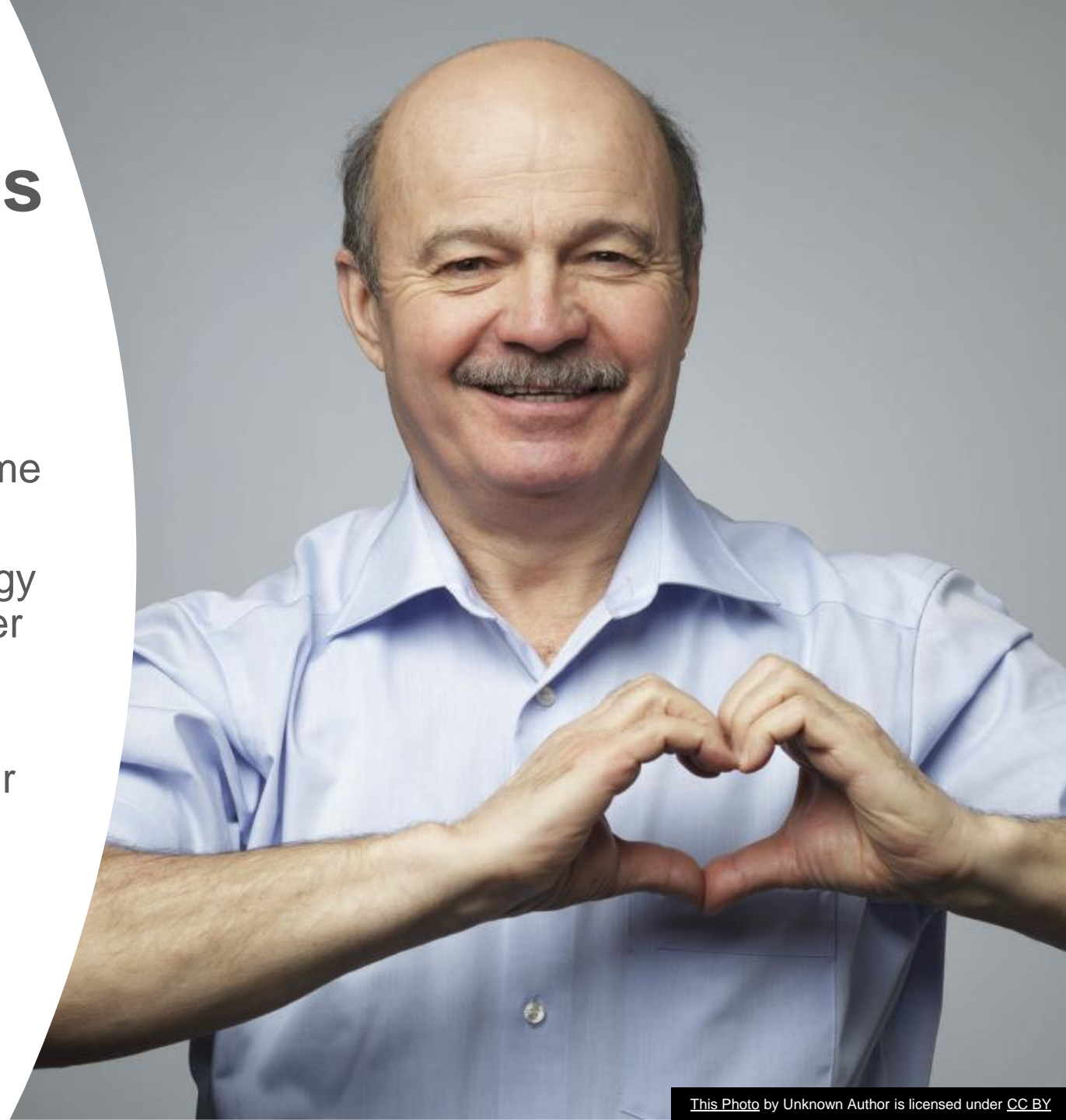


Personalized Nutrition Engagement Model



Selecting User Outcomes and Benefits

- Don't try and meet all consumer needs. Start focused on a specific health outcome or benefit.
- Identify where your program or technology can best deliver against one or more user need-gaps.
- User expectations are often ahead of science. Focusing on proof points of your program can differentiate your product service over time.



Measures of Health or Function

- Use validated diagnostic methods and measures (biological, behavioral and sociological).
- Communicate instructions clearly. User understanding will impact data quality and accuracy.
- Be clear about how data will be used. Measures should be included when there is evidence for a related benefit.
- Don't be anchored in a technology-be (validated) diagnostic agnostic.
- Don't go straight to blood, sweat and tears! Make it easy with fast feedback.



Information to provide personalized recommendations

- Outputs and recommendations must be communicated consistent with the user's skill and experience.
- If the information is not communicated in a way that the recipient understands their data then it will not drive a change in behavior.
- Communicate consistently with applicable guidelines and regulations.

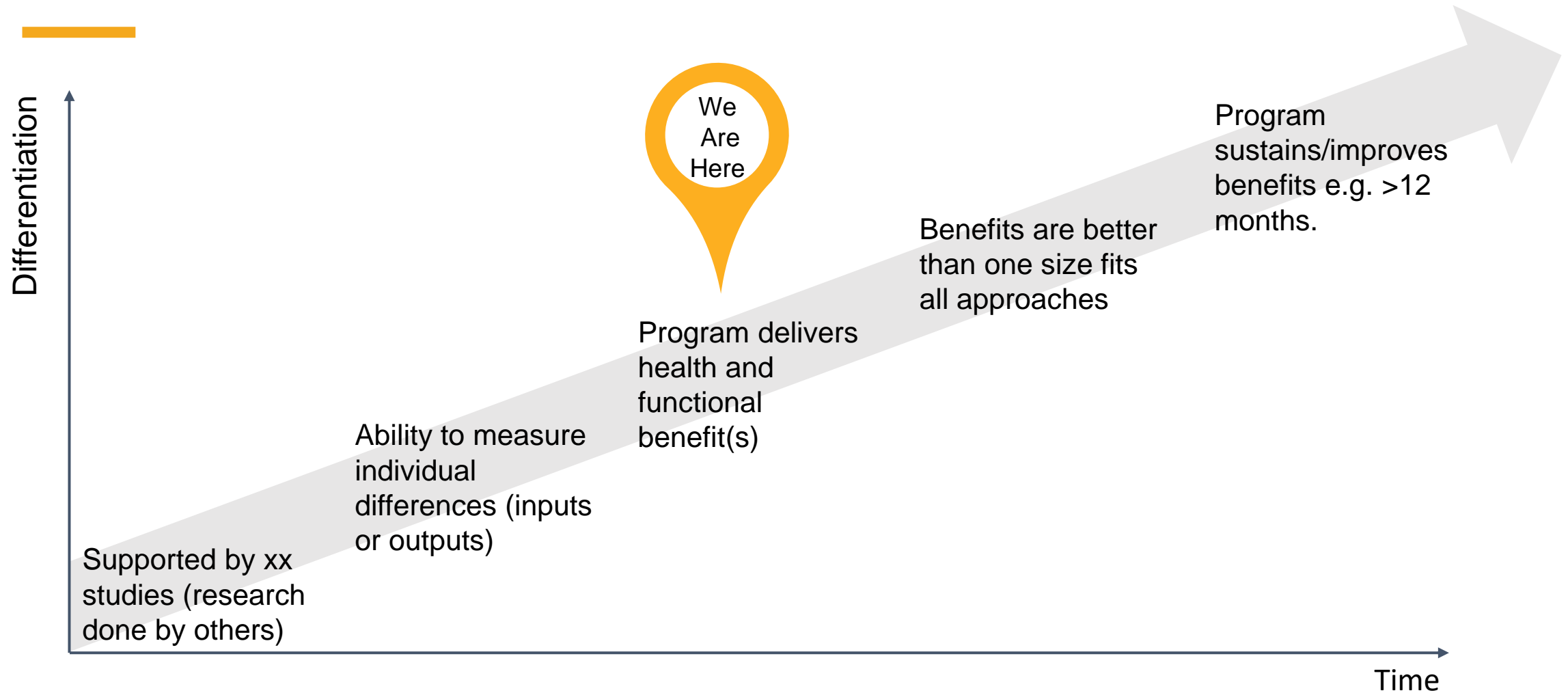


Enabling Behavior Changes

- Make sure user's needs and preferences are acknowledged and respected. They will then be more open to objective inputs.
- Look for opportunities to provide feedback and reason to believe through small frequent interactions.
- Type and frequency of feedback should be personalized.
- Determine who will be your behavior change mediator. People still want a real person behind the technology.



Winning at the science of personalized nutrition



Key takeaways

Do's	Don't's
Identify your consumer pull- a clear and compelling user need-gap.	Start with a technology push. Technology should be in service to the user benefit.
Build your engagement cycle around your consumer and her user experience.	Let user inputs > outputs.
Continue to develop the proof points of your program.	Rely on secondary sources for support.

Thank You

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