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## AT-HOME TESTING FOR MICROBIOME HEALTH

 HEALTH & WELLBEING

### New, personalised tests deliver analysis of microbiome health to help optimise dietary and supplement recommendations

**Spotted:** Research indicates that the wellness trend is set to continue. The global health and wellness market is currently worth an estimated **\$5.2 trillion** (around €4.8 trillion) and can expect to see annual growth of over five per cent. One particular area that's booming is personalised wellness and nutrition. Startup Viome Life Sciences is one of those growing rapidly in this space, with its new "Full Body Intelligence Test".

The company sells kits to determine the microbial composition of stool, saliva, and blood samples. Based on the results, Viome then recommends 'precision' supplements and probiotics based on the specific composition of the individual's microbiome.

The Full Body Intelligence Test, which is available in CVS stores across the US, can provide detailed information on microbial and human gene expression, including data on biological age, immune system health, gut health, oral health, heart health, and brain and cognitive health. Viome's artificial intelligence-based (AI) platform then analyses this data and recommends the best diet and supplements to improve resilience to stress and illness.

In 2021, Viome reported that it had 200,000 customers and anticipated annual revenue of \$100 million (around €93 million). Now, the company claims to have around 350,000 customers. Last month, the company raised \$86.5 million (around €80.6 million) in additional funding in a series C round, bringing Viome's total funding to more than \$150 million (around €140 million). The new financing will support the further development of Viome's tests and help the company expand into other retailers.

pringwise has spotted other innovations in the area of personalised health and  
ing an [at-home kit](#) for personalised food recommendations and a [smartphone app](#)  
that can detect malaria.

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Website: [viome.com](https://viome.com)

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## Takeaway:

While many wellness products focus on holistic treatments that offer somewhat nebulous benefits, Viome's products are designed to deliver real insights and diagnoses of serious illnesses. As well as microbiome testing, the company offers early detection tests for oral and throat cancer, and the company's new Full Body Intelligence Tests help customers more easily take control of their health. In fact, this kind of approach could be the future of medicine – diagnostic tests that deliver personalised information on exactly how to stay as healthy as possible.