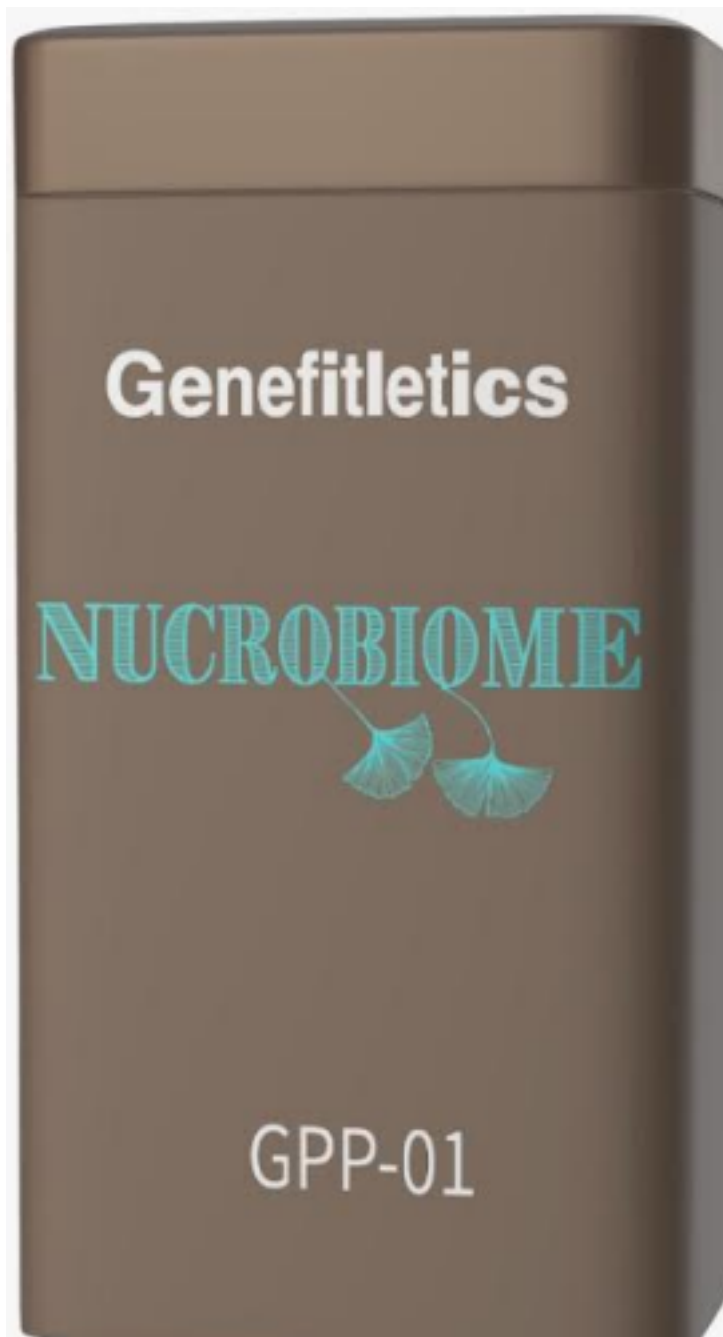


Indian startup Genefitletics launches Asia's first precision ingredient formula

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Genefitletics, India's first direct to consumer microbiome company, is launching Asia's first & only precision formula engineered for an individual's unique biology. The precision supplements covering vitamins, herbs, enzymes, amino acids, food extracts, prebiotics will be made to order & overlay its gut microbiome test- UP THE GUT. The same would also be offered alongside its vaginal & oral microbiome tests going forward.

The startup is working on breakthrough discoveries in microbial science, to bridge the gap between scientific advancements and human health. The company's unique platform- PROTEBA, works at the convergence of microbial sequencing, artificial intelligence & scientific research to develop pipeline of consumer health solutions, precision diagnostics & precision bio therapeutics for promoting better health and longevity .

Genefitletics is the first company in Asia that conducts at-home direct-to-customer gut and vaginal microbiome tests. The process includes collecting biological data from an individual's biological sample, to analyse human microbial functions at molecular level, and provide category defining interventions to regulate an individual's biology.

Based on microbiome test results, Genefitletics evaluates nutrient needs at molecular level & assess nutrient gap based on level of inflammatory activity. This determines the formula's ingredient & respective dosage.