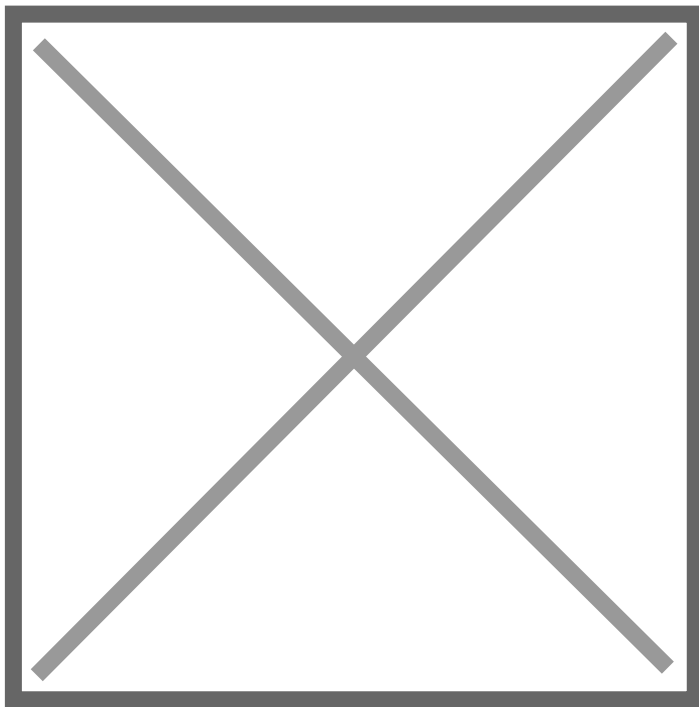


Personalised Wellness Gets Real with ACG's Precision Capsule Innovation

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In a health-conscious world increasingly driven by data, the concept of "personalised nutrition" has often been more promising than practical until now. ACG, a global leader in pharmaceutical and nutraceutical manufacturing solutions, is redefining the future of wellness with its groundbreaking Personalised Capsule Machine (PCM). Developed in collaboration with health-tech company Art of You, this innovative platform enables the on-demand production of precision-tailored supplements, using real-time biomarker data, lifestyle insights, and individual health needs.

In this exclusive interview with NUFFOODS Spectrum, Aaron Quinn, Senior Manager for Europe at Vantage Nutrition (an ACG company), shares insights into the inspiration, science, and strategy behind the PCM. He discusses how the machine operates, its ambitious rollout plans in Europe, and its potential to transform both the nutraceutical and pharmaceutical industries. Quinn provides a first look at a platform that could change how we approach supplements and personal health itself.

What inspired ACG to invest in developing the Personalised Capsule Machine (PCM), and how does it meet current needs in personalised nutrition?

The idea for the PCM emerged in the early days of COVID, sparked by the surge in rapid delivery services. ACG recognised an opportunity to bring that same level of convenience to wellness, enabling people to order a personalised supplement formula and have it produced and delivered on demand.

The real motivation, however, lay in addressing a clear disconnect between what the market labelled as “personalised nutrition” and what consumers were getting. Most solutions rely on broad “bucket” systems, where users answer a few questions and are assigned to a generic, pre-set formulation, such as menopause support, health and vitality, fatigue reduction or muscle and joint support.

The PCM breaks away from this model, offering true personalisation. Each capsule is created specifically for individual members using real-time biomarker data and lifestyle insights gathered from a central app, data from wearable tech and test results uploaded by members themselves (as outlined below). Together with Art of You, ACG’s PCM delivers a scalable and fully customisable approach to personalised nutrition with a credible and clear “stamp of authority” on how it should work.

How does the PCM utilise real-time health data to create truly customised capsules? What kinds of data are involved?

While the PCM itself does not track health data, it is seamlessly integrated with Art of You’s platform, called the *Art of You* universe. This app collects:

- Data like heart rate, sleep, and physical activity from wearable fitness trackers and devices
- Answers from member’s lifestyle and cognitive questionnaires
- Recent blood test results (uploaded by users or taken as part of the membership)

These comprehensive datasets feed into a proprietary algorithm developed by Art of You’s scientific team, who have worked with elite athletes and clinical nutrition brands. ACG brings each personalised formulation to life using its advanced beadlet and capsule technologies, delivering the final product in clean-label [H+ capsules](#).

Operating using a membership model, the system is dynamic. Every six months (or yearly), members are re-evaluated, and their formulations are updated to reflect changes in their health profiles, ensuring precision and relevance over time

How does the partnership between ACG and Art of You enhance the precision and effectiveness of personalised supplements?

This partnership is a synergy of engineering and science, bringing together the best of both worlds. ACG contributes its deep expertise in high-precision manufacturing, covering everything from advanced beadlet production to clean-label, vegan-friendly HPMC H+ capsule technology, ensuring that each supplement is delivered with exceptional accuracy and bioavailability.

Art of You provides the scientific backbone: a data-driven formulation engine developed by a team with a track record of supporting elite athletes, Olympians, and leading wellness brands. Their algorithms translate complex health data into effective, personalised supplement plans.

Together, ACG and Art of You have built a truly scalable system, where every capsule is not only tailored to the individual but manufactured with near-clinical precision, down to a single beadlet. The platform also adds a unique social and educational dimension through its companion app, allowing its members to share formulations and track progress, enhancing user engagement, transparency, and trust.

What sets the PCM and its capsules apart in terms of sustainability, safety, and bioavailability?

The PCM sets a new benchmark for personalised supplement production, combining sustainability, safety, precision, and enhanced bioavailability in a way that mirrors pharmaceutical-grade quality.

Bioavailability is maximised through ACG’s beadlet technology and clean-label H+ capsules, ensuring that active ingredients remain stable and are optimally absorbed by the body.

Safety and Precision are also central to the system. Each capsule batch is accompanied by a detailed printout comparing the target formulation to the actual output. While most of the industry accepts a plus or minus 10% dosage variance, the PCM goes beyond the norms of pharmaceutical tolerance manufacturing, ensuring accuracy down to a single +/- beadlet.

Traceability is also built into every step. Each formulation carries a unique batch number linked to a full bill of materials, recording the origin, expiration date, and storage conditions of every ingredient. This enables complete transparency and quality control.

From a **sustainability** perspective, the PCM adopts a just-in-time production model, creating only what each individual needs. This significantly reduces waste from overproduction, excess packaging, and unused stock.

Can you share more on the deployment strategy for the 1,500 PCM units across Europe and the anticipated consumer impact?

Backed by customers and investors, AoY and ACG have ambitious but achievable plans going into market. Starting with a lower volume, higher value model, memberships are aimed at ultra-high net worth individuals. The first phase of deployment will focus on the Netherlands and the DACH region (Germany, Austria, and Switzerland), leveraging centralised production hubs to ensure consistency, efficiency, and scalability from the outset. These hubs are designed to maximise machine uptime, streamline logistics, and allow for more agile fulfilment operations. Membership will then be rolled out to further EU member states and beyond.

Initially it will be a mail order service, delivering personalised nutrition plans and supplements directly to members' doors. The team is still exploring the viability of whether machines will be customer-facing with a presence in select retail stores.

In terms of consumer impact, this model represents a major shift from fragmented supplement routines to a unified, data-driven health solution. By delivering fully personalised capsules based on real-time biomarkers and lifestyle data, the technology makes it easier for individuals to access precisely what their body needs, when they need it. Over time, this approach has the potential to redefine how people engage with wellness across Europe and beyond.

What future role do you see for PCM-like technologies in the pharmaceutical and nutraceutical industries?

Technologies like the PCM are set to play a transformative role across both the nutraceutical and pharmaceutical industries.

In the nutraceutical space, the PCM offers a more data-driven, personalised approach that enhances existing supplement routines. Instead of choosing from a wide array of general products, individuals can now receive formulations tailored to their unique health profiles. As this level of personalisation becomes more accessible, it may gradually shift consumer expectations, encouraging a move toward targeted blends that align more closely with individual wellness goals.

Within the pharmaceutical sector, the long-term potential is equally compelling. As people become increasingly proactive in managing their health, technologies like the PCM could help support a broader shift from treatment to prevention. By empowering individuals to track and respond to real-time health data, this approach may reduce reliance on reactive interventions and ease pressure on healthcare systems over time.

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