

Nestle Japan to expand health care platform

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Kozo Takaoka, CEO of Nestle Japan, recently announced its new health care platform, which provides customers with nutritional advice based on their blood and DNA test results as well as their dietary habits, in an example of the local arm starting to change the business model of the company known for its Nescafe coffee and KitKat chocolate brands.

Nestle Japan's "Nestle Wellness Ambassador" subscription platform offers services including sales of specialized green tea-flavored nutritional supplements, with vitamins, magnesium or calcium. It uses chat app Line, where customers can post pictures of their meal, which can then be analyzed by artificial intelligence to see what nutritional elements the meal lacks. In addition, the results of blood and DNA tests, which can be carried out at home using a needle or spatula kit, can be used to analyze that person's future health risks.