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Korea strengthens personalised nutrition services

Hologram Sciences and Maeil Health Nutrition enter strategic partnership

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Hologram Sciences, a consumer-facing personalised nutrition company, and Maeil Health Nutrition are joining forces in a strategic partnership to deliver personalised nutrition solutions

to the Korean market. Hologram Sciences is backed by Royal DSM, a global science-based company in nutrition, health and sustainable living, with a market cap of EUR 20.5 billion.

Maeil Health Nutrition (MHN) will expand its offerings via a license with Hologram Sciences for holistic immunity brand, d.velop, to address top-of-mind consumer health concerns such as achieving peak immune system health through optimal vitamin D levels and healthy lifestyle behaviours.

The first launch from the partnership will be a personalised vitamin D concept under MHN's nutrition brand, Selex. This will be powered by Hologram Science's d.velop holistic immunity platform, including easy and convenient at-home testing kits, supplementation delivery, and a digital service incorporating one-to-one coaching and actionable insights on nutrition and lifestyle.

d.velop leverages a state-of-the-art ingredient, ampli-D calcifediol from DSM, and will be offered in a range of supplement formats. DSM's Korea and Asia Pacific teams will support the collaboration through registration of ampli-D in Korea, formulation and supply of the d.velop products, as well as line extensions comprising other differentiated ingredients from DSM.

Under the agreement, MHN will also gain access to Hologram Sciences' other brands in the Korean market, including its recently launched brand Phenology, a menopause-focused women's health solution, in addition to a new brand in development focused on healthy ageing solutions.

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