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MapMyGenome launches India's first DNA test for personalised skin and hair care

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A simple and non-invasive test requiring only a saliva sample



Hyderabad-based MapMyGenome has announced the launch of BeautyMap, a revolutionary DNA-based test that provides personalised recommendations for skin and hair care products based on an individual's unique genetic makeup. The test will be available in the Indian market at a price of Rs 6999.

BeautyMap is the first of its kind in India and aims to help people achieve their beauty goals by understanding their genetic predispositions to 40 conditions related to skin and hair care such as acne, hair loss, sun damage, hydration, sleep habits, and vitamin levels, among others.

BeautyMap also offers genetic counseling sessions with board-certified genetic counselors who help individuals interpret their results and make informed decisions about their personalised beauty regimen from the BeautyMap report.

The test is simple and non-invasive, requiring only a saliva sample. As part of MapMyGenome’s HarGharDna initiative, the test kit will be delivered directly to people’s homes.

The sample is then analysed in Mapmygenome's state-of-the-art laboratory. The results are delivered to the individual in an easy-to-understand report that includes personalised recommendations for skincare and hair care products through a genetic counseling session.