

Oliva launches GenelQ, India's first DNA-based derma clinic application

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Over 130 genes and 150 traits analysed to provide personalised skin care



Oliva Clinics has announced the launch of a pioneering programme - GenelQ, utilising the power of DNA insights to deliver corrective and preventive skin, hair, and body care.

By adding the precision of DNA insights to its signature VDiscover 5-step consultation, Oliva becomes the first medico-aesthetic clinic chain in India to personalise care at the genetic level.

GenelQ begins with a simple, non-invasive saliva test. Using advanced microarray technology, over 130 genes and 150 traits relevant to skin, hair, metabolism, and lifestyle are analysed.

GenelQ insights allow dermatologists to decode each client's unique genetic tendencies relevant to pigmentation, acne, collagen loss, hair thinning, metabolic risks, and nutrient absorption. For Indians, who are especially predisposed to pigmentation, hair loss, and early lifestyle diseases, these insights provide an unprecedented level of precision for the right solutions.

Globally, genomics is emerging as a major frontier in healthcare and wellness. Oliva Clinics is among the first in India to apply it to aesthetic dermatology.

Dr Rekha Singh, Chief Medical Officer at Oliva Clinics, said, "Precision in personalisation is not just about symptoms, but measurable biology and we go in-depth. With GenelQ, we are analysing validated genetic markers that influence collagen degradation, pigmentation, inflammation, and metabolic processes. This allows our dermatologists to design interventions that are not only corrective but also predictive, thus preventive. It is evidence-based care that is truly unique to each individual."

GenelQ launches exclusively at Oliva's new flagship clinic in Banjara Hills, Hyderabad, and will be progressively rolled out

across India.