

Heal Wellness to launch nutrigenomic products of Metagenics

13 March 2013 | News | By BioSpectrum Bureau

Heal Wellness ties up with US-based Metagenics to launch nutrigenomic products



Kerala-based healthcare company Heal Wellness has announced that it will launch the nutrigenomics-based functional medicines of US-based Metagenics in the country, during the upcoming 8th Nutra India Summit.

"We welcome Metagenics to our global line up of nutritional supplement partners including Thorne Research, Pure Encapsulations, Metabolic Maintenance, and Wellness Pharmacy. The nutraceuticals of these trusted international brands will be made available in India through our Nutrimart pharmacy chain. We have also established tie-ups with Metamatrix/Genova Diagnostics Labs for functional medicine testing in India. Heal Wellness aims to operate 25 functional medicine clinics in India by the year 2014," said Mr Mohammed Saheer Siraj, chairman, Heal Wellness Solutions.

Heal Wellness is all set to follow a three-pronged strategy to establish a network of functional medicine centers or clinics offering chronic disease care through functional medicine, facilitate a network of functional medicine practitioners in India through imparting functional medicine education, and finally, establishing a distribution network of hypoallergenic professional nutritional supplements.

Metagenics, is a US-based nutrigenomics and lifestyle medicine company focused on improving health. Metagenics was founded in 1983 on the concept of how the right nutrition could help people realize their best health possible by influencing what makes them unique-their genes.

Functional medicine through nutrigenomics has become significant as by 2020, worldwide deaths from chronic diseases are projected to be more than twice the number of deaths from infectious disease. That is 50 million chronic disease related deaths versus 20 million deaths from acute causes. This statistic is a pointer to the need for a new approach to chronic diseases. More than 50,000 practitioners have been introduced to the principles and practices of functional medicine.

Heal Wellness has been promoting the holistic and integrative approach of functional medicine, a patient centered health care system encompassing genomic level nutritional studies and related metabolic lifestyle interventions by innovative education, service and research strategies.