

# DNA Nudge

SKU: MP38078



Categories: [Exercise Band](#), [Health Innovations](#), [Home Health](#) and [Home use innovations](#)

## Short Description:

DNA nudge DNA based healthy food choices uses your unique DNA to nudge you towards healthier choices when you're shopping.

## Description

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### Small changes, positive outcomes

Behavioural change. It's hard. But what if the answer is in your own DNA? No more impossible diets or best intentions, just realistic, actionable, personal DNA-based recommendations. This is DnaNudge.

Our capsule and App use your unique DNA to nudge you towards healthier choices

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We're all different because our genetic make-up is different, in fact your DNA is unique to you. This genetic code also determines which foods are good or bad for us.

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[How does it work?](#)

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[The DnaCartridge](#). No white coats here. We put your saliva into our patented cartridge, essentially an entire Lab on a chip.

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[The NudgeBox](#). Where the magic happens. The cartridge is activated. Your DNA is extracted, analysed and the data is loaded onto your personalised capsule.

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[The DnaBand](#). Choose a colour combination and wear your digital DNA. Your own DNA can now be your guide every time you shop, nudging you towards healthier choices.

[The DnaNudge App](#). Download our App and discover your unique DNA report and DNA-personalised product recommendations.

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[We're all different, thanks to our DNA](#)

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It's not a diet, you still decide what to eat. [DnaNudge](#) uses your own DNA to nudge you

towards healthier choices each time you shop. These every day small swaps can lead to

[big positive changes to your health over the long term](#)

