



PRESS RELEASE

NESTLÉ HEALTH SCIENCE EXPANDS INTO PERSONALIZED NUTRITION WITH ACQUISITION OF PERSONA™

Nestlé Health Science, through its Atrium Professional Brands business, to advance personalized nutrition to meet growing consumer demand

Lausanne, Switzerland, August 22, 2019 — [Nestlé Health Science](#) (NHSc) a globally recognized leader in the field of nutritional science, is expanding into personalized nutrition with the acquisition of [Persona™](#), a leading personalized vitamin business founded in 2017. Persona will operate under NHSc's USA-based [Atrium Professional Brands](#).

“Persona’s expertise in personalized nutrition brings a new dimension to the growing Nestlé Health Science portfolio,” said Greg Behar, CEO of Nestlé Health Science. “There’s increasing interest in personalization among consumers and with this acquisition, we will bring together the technology of Persona and the trusted Atrium Professional Brands’ vitamins and supplements.”

Persona’s science-based proprietary technology takes into account specific factors in a consumer’s lifestyle, history and individual needs to develop a customized nutritional assessment. Persona’s algorithm is based on thousands of research studies and the expertise of the company’s Medical Advisory Board. The individualized assessments meet consumers’ desires to find the right nutritional supplements for their unique needs, and eventually will further support the healthcare professionals in Atrium Professional Brands’ longstanding network with their recommendations to their patients and consumers.

“Atrium is thrilled to harness Persona’s advanced technology platform to bring our customers new opportunities to personalize their nutrition,” says Kyle Bliffert, President of Atrium Professional Brands. “This strategic acquisition will also enhance the Persona experience by leveraging Atrium’s nearly 30-year industry expertise, bringing valuable finished product and brand development knowledge to the partnership.”

The personalized nutrition and wellness retail market, which includes dietary supplements, nutraceuticals and functional foods, is rapidly expanding with estimates that it will reach \$50 billion by 2025.

“We are excited to join the Nestlé Health Science family as we share a common mission to revolutionize daily nutrition and give more people a personalized approach to their wellness,” said Jason Brown, co-founder and CEO of Persona. “Nestlé Health Science’s deep knowledge and research into science-based nutritional health solutions and Atrium’s expertise in leading free-from supplement brands are a natural fit for accelerating growth. We will bring consumers and healthcare practitioners the finest personalized nutrition program available while continuing to expand delivery of high-quality personalized daily vitamin and dietary supplement packs direct to consumers’ doorsteps through our online subscription service.”

The personalized vitamin and supplement services are available to consumers in the United States through www.personanutrition.com. NHSc plans to expand into further geographic areas in the future.

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About Nestlé Health Science (NHSc)

Nestlé Health Science (NHSc), a wholly-owned subsidiary of Nestlé, is a globally recognized leader in the field of nutritional science. NHSc is committed to empowering healthier lives through nutrition for consumers, patients and their healthcare partners. The company offers an extensive consumer health portfolio of industry-leading medical nutrition, consumer and VMS brands that are science-based solutions covering all facets of health from prevention, to maintenance, all the way through to treatment. NHSc is redefining the approach to their management of health in several key areas such as pediatric health, allergy, acute care, oncology, metabolic health, healthy aging, gastrointestinal health, and inborn errors of metabolism. Headquartered in Switzerland, NHSc employs over 5,000 people around the world, who are committed to making a difference in people’s lives, for a healthier today and tomorrow. <https://www.nestlehealthscience.com> Twitter: @NestléNHSc

About Atrium Innovations

Atrium Innovations is a recognized innovative leader in the development, manufacturing, and commercialization of science-based nutritional and supplement health products. The company’s mission is to be a global leader in vitamins, minerals and supplements, offering free form science based nutritional solutions through healthcare professionals. Its brands and business model are complementary with Nestlé Health Science, its parent company, offering science-based nutritional solutions for consumers, patients, doctors, nurses and other partners in healthcare. Atrium Innovations Professional brands include [Pure Encapsulations®](#), [Douglas Laboratories®](#), [Genestra Brands™](#), [KLEAN Athlete®](#), [Garden of Life®](#), [Orthica®](#), [Pharmax™](#), [Trophic™](#), [Minami Nutrition®](#), [AOV®](#), and [Wobenzym®](#).

About Persona™

Persona™ combines therapeutic levels of nutritional support and a uniquely personalized vitamin program to deliver customized nutrition to subscriber's doorsteps. Based on science and using the highest-quality bioavailable ingredients, Persona's online assessment is built from its proprietary algorithm, which factors individual needs, lifestyle and prescription medications to deliver a recommendation as unique as the patient. Persona is founded by CEO Jason Brown, CNO Tamara Bernadot and CTO Prem Thudia, who have worked together for more than 20 years in the health care and supplement industries, exploring ways to bring better quality and personalized nutrition to the market. <https://www.personanutritions.com>
Instagram: @personanutrition

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